

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

August 22 1981

Argos list
three more
agency lines

New Scottish
pharmacy to
get two-mile
rural limit?

Payden fund:
cash starts
to flow in

Further uses
of the red
cross symbol

For
the simple life



and for sensitive skins
Trust Simple

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IMPORTANT ANNOUNCEMENT

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Athlete's foot.

Why lock it up when you can stamp it out?

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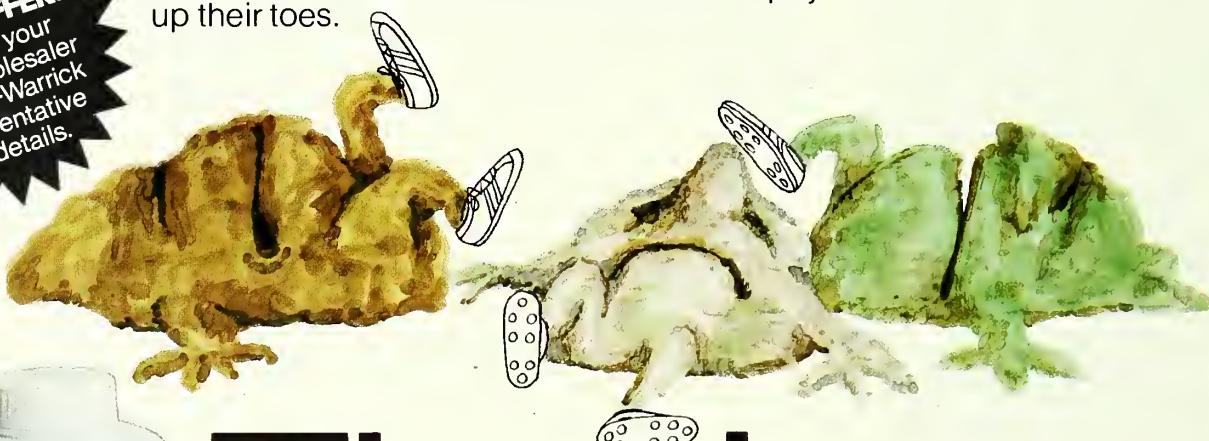
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So next time a customer asks you for something to treat athlete's foot, remember the name Tinaderm. It's the one that makes Dermatophytes turn up their toes.

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representative
for details.



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COMMENT

Argo-nought

Strong stuff from the chairman of Argos, Mr Tom McAuliffe, this week (p289).

Argos, the 110-outlet catalogue discount house, has the resources to obtain anything it wants to sell, he told a Press conference to launch the latest catalogue. And among the things it wants to sell are top-of-the-range agency cosmetics and perfumes.

So far Argos have approached some ten companies for supplies — and the half who replied have politely (and hardly surprisingly) pointed out that their production levels are adequately serviced by the franchised outlets they already have.

Nevertheless, three new fragrances make their appearance in the catalogue (where they join Revlon's Charlie) — Cachet, Rive Gauche and Givenchy III. The manufacturers concerned do not seem best pleased — and neither will be their full-range stockists. But don't try to stop us, warns Mr McAuliffe. "Those who threaten to deny us products should save their energy" (for answering the inquiries of the Director General of Fair Trading, no doubt).

In addition to the catalogue lines there are two Argos Elizabeth Duke outlets (which sell their own-brand jewellery) in Derby and Bristol offering a further ten lines of expensive perfume. These have been obtained from "overseas sources", and will be sold from the other 24 Duke "boutiques" if the experiment is successful. (Argos have realised that there is an affinity between jewellery and perfume.)

But curiously there are some notable omissions from Argos' intended agency victims. How about Cyclax, Germaine Monteil, Lentheric Morny, Juvena, Yardley — all subsidiaries of British-American Cosmetics Ltd? But wait a minute — Argos is a BAT company too. "We are not particularly interested in BAT products," was the reply when *C&D*

put the question. (It appears the group traditionally stocks the brand leaders.)

But when *C&D* asked some of the BAT cosmetics houses, they reaffirmed support for their current outlets.

"Yardley are distributed where the consumer would expect to find them and in present market conditions that means all good chemists and department stores," we were told.

So why are two arms of the same group pulling in what appear to be different directions? That Argos should put their own retail turnover above all other considerations might be understood were they standing alone. But in this exercise they are putting at risk the businesses of many other companies and independent retailers for the sake of what, for them, must be limited financial gain.

Frankly, it doesn't matter what Argos do — the catalogue store is unlikely to appeal to the regular purchaser of top fragrance and cosmetics. But if they succeed in proving that every retailer has a right to the top sellers of any range, then there will be nothing to stop the popular chains — and even the independents — taking the profitable high-turnover cream from all the franchise houses. How many of the ranges will survive in such a marketplace?

In considering Argos' claims, we hope the OFT will consider only the interest of the customer for franchise products. Perhaps Argos may also like to consider the interests of their sister companies and all others affected by their present arrogant approach. ■

'Unique' two-mile dispensing limit in Scotland?

Four general practitioners with a practice at Skene, near Aberdeen, have asked the Grampian Health Board to reverse an earlier decision which will prevent them dispensing for patients within a two-mile radius of a new pharmacy at West Hill.

The Skene practice was rural in character until the advent of offshore oil when West Hill developed rapidly as a satellite town for Aberdeen — and now has a population of around 5,000 which is likely to increase to 8,000 shortly. A shopping precinct was developed and a pharmacy opened up in June 1980 — The proprietors are non-pharmacists J.M. Donald and C.F. Donald and A.M. Mclean, MPS.

Mr Pow, administrator, primary care services, Grampian Health Board told *C&D* that the board decision to establish a two-mile limit was, so far as he was aware, unique in Scotland. "There are no regulations for dealing with such matters in Scotland, unlike England and Wales, so the Grampian decision is something of a precedent."

Doctors agreed

The doctors were asked to cease supplying medicines to patients within two-miles of the West Hill pharmacy and agreed subject to a 20 month delay. Any new people moving to the area would automatically go on the doctor's "prescribing only" list and their prescriptions would be dispensed at a pharmacy. The doctors were given until March 1982 to appeal against the decision and have now approached the health board asking that patients at Elrick, a small village of around 100 souls, be excluded from the two-mile limit. They consider that Elrick patients would have "special difficulty", under Scottish regulations, in reaching the pharmacy one-and-a-half miles away — the doctors surgery is in fact further away but a journey to both doctor and pharmacy involves a round trip of about four miles.

A decision is expected from the board in the next two months, after consultations with local health council advisory committees are concluded.

Dr J. Chilton, the Pharmaceutical Society's resident secretary in Scotland, told *C&D* that doctors and pharmacists had always enjoyed amicable relationships

in Scotland for historical reasons: "This problem is unique in my experience of Scottish pharmacy and medicine. Such difficulties do not usually arise and I do not foresee another similar case arising in the future.

"In Scotland pharmacists have always just dispensed and doctors prescribed, apart from cases where a patient is geographically isolated. The confusion of identity that arose in England as a result of apothecaries taking on a medical role has not occurred. The College of Physicians in Edinburgh were strong enough to prevent this so both professions have remained on good terms because competition has not occurred."

Mr J. Donald says the business opened up when other pharmacists had been reluctant to do so "because I saw that a pharmacy was needed in the expanding community and hoped to build up a lucrative business in time."

The number of scripts dispensed was erratic but had built up from 200 to 600 a month in a year. OTC trade was also slow and had been supplemented by provision of a dry cleaning service and sale of good quality toys. Mr Donald said he would discontinue the dry cleaning (which is "big business") when traditional pharmacy lines contributed substantially to trade.

"If I do not get the extra dispensing by March 1982 then I will have to close my doors, but I do not believe that is what the public want." ■

Money flows into the rural funds

Two more Local Pharmaceutical Committees — Devon and Shropshire — have pledged £1,000 to the fund to defray the High Court costs awarded against Paydens in the Tenterden rural dispensing action. They join Norfolk and Dorset who have committed similar sums.

A spokesman for the Pharmaceutical Services Negotiating Committee told *C&D* this week that there has also been an encouraging response from individual pharmacists to the appeal — PSNC's chief executive, Mr Alan Smith, is acting as a "clearing house" for contributions, which should be made payable to "Paydens Ltd (Special Account)" and sent to PSNC.

The Rural Pharmacists Association Tenterden fund announced by chairman Mr Mervyn Madge in *C&D* last week (p 256) had reached £950 by Wednesday as we went to press.

Mr John Davies, secretary, had hoped £1,000 would come in during the first week, said: "So far we have had 50 letters enclosing contributions ranging from £3 to £100.

"We hope to have the co-operation of a leading wholesaler in circulating letters to all their pharmacist customers by the end of this week."

Mr Davies hinted that he would only be too delighted to hear from any other wholesaler who could complete a national cover of pharmacists.

Contributions should be sent to John Davies, MPS, RPA secretary, High Street, Wiveliscombe, Taunton, Somerset. ■



"Dr Standstill is it? Supervising his dispensing again I suppose!"

Lincs to hear from dispensing doctors

Two dispensing doctors will put their points of view on "Improved understanding between Lincolnshire practitioners" at this year's Lincolnshire LPC conference. The speakers are Drs R.M. Aitken and D. Smith, chairman and secretary respectively of the Local Medical Committee.

The conference, on September 27, is at the revised venue of the Golf Hotel, Woodhall Spa. Pharmaceutical speakers at the conference are Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, on "Is there a place for pharmacy in the NHS?" and Mr Joe Wright, the recently-retired director of the National Pharmaceutical Association, on "Thirty-three years at the crossroads".

Further details from Deirdre Page (telephone 0522 25966). ■

Computerised 'guides' for prescribers

Doctors will be able to obtain detailed analyses of their own prescribing when the Prescription Pricing Authority is computerised, as a further aid to making their prescribing more effective. This became clear when Dr Gerard Vaughan, Minister for Health, was listing measures taken by the Government to control the size of the drugs bill in response to a written question from Dr Roger Thomas. At present the DHSS controls the NHS drug bill by both the pharmaceutical prices regulation scheme and the various approaches made to doctors with information and support designed to make their prescribing more effective — personal visits by the Department's regional medical officers, the new BNF (further edition in September) and free information made available by the Department on drugs and therapeutics in such publications as *Prescribers Journal*, *Drug & Therapeutics Bulletin*, *Adverse Reactions Bulletin* and drug cost comparison charts.

Dr Vaughan referred to variable factors such as epidemics and the introduction of new products and the difficulty of quantifying any individual measures taken "... I expect the informal working group of officials of the Department and representatives of the medical profession, set up to identify ways of encouraging more effective prescribing to make its initial report at the end of this year." ■

New Argos catalogue lists three more top perfumes

For their latest catalogue Argos have obtained representative items from the agency ranges of Prince Matchabelli, Yves Saint Laurent and Givenchy — adding to the Charlie perfume by Revlon listed in the previous catalogue.

Argos chairman, Mr Tom McAuliffe, says the company "unbashed by manufacturers' intransigence on supplying key products, has again obtained lines it wishes to sell". Of efforts "to obtain the unobtainable", he says: "Those who threaten to deny us products should save their energy. If there is a line Argos wants to sell — it will be obtained, because we have the resources".

The new lines in the catalogue are Cachet eau de toilette spray 28g (RRP £3.75 selling for £3.39), Yves Rive Gauche eau de toilette spray 30g (selling for £3.99), Givenchy III eau de toilette 60cc (RRP £7.65 for £6.65). Remaining in the list is Charlie concentrated eau de cologne spray 60g (RRP £5.99 for £3.99).

The current catalogue also lists two Old Spice gift sets, one Blue Stratos gift set and Brut 33 travel bag and sports pack.

Prince Matchabelli say they are aware that Cachet is featured but add "there is no way we are willing participants: we are doing everything possible to track down the source". No one was available for comment at Charles of the Ritz, suppliers of Yves Saint Laurent.

Mr McAuliffe is quoted in *The Times* this week as saying that the mark-ups on some perfume and cosmetics, particularly those marketed by some French perfume houses, are a "rip off", with mark-ups of more than 60 per cent. He has told the Director General of Fair Trading — who is currently investigating distribution of cosmetics and perfumes — that so far only half the perfume houses approached for supplies have replied. The companies claim that their volume of production requires no additional outlets — "a polite way of saying no".

The Times report also says that Argos plan an up-market perfume which it will distribute through its 26 Elizabeth Duke jewellery boutiques as well as through the catalogue.

Argos have just opened their 110th outlet and expect to add seven more showrooms this year, and 15 in 1982. ■

OFT surveys price display in opticians

The Office of Fair Trading is asking opticians if they are displaying prices in their windows.

There have been suggestions in the trade that some opticians are not taking

advantage of a relaxation in advertising rules introduced in May by the General Optical Council.

Pressure from the OFT and Department of Health for more competition in the sale of spectacles resulted in the GOC deciding, by a small majority, to allow price display. Previous investigations by the Price Commission and OFT concluded that lack of competition meant some opticians were making too much profit.

A spokesman told *C&D* that the OFT would wait for the results of this latest questionnaire before deciding whether to take further action. ■

How accountants may advertise

The accountants' professional organisations have issued details on how their members may advertise from October 1. The decision to allow advertising came earlier this year, five years after the Monopolies and Mergers Commission reported that an advertising ban was not in the public interest.

The advertisements must be limited to a brief summary of services offered and the address of the local office. They must not exceed 10 sq in, must appear in what is deemed an appropriate local publication and must be of a style and content appropriate to the profession. They must be factual, not likely to mislead and contain no explicit or implicit criticism of the professional services of others. There should be no reference to fee levels but a statement to the effect that the basis of the fee would be discussed before an assignment was accepted. ■

'Times' serialises a cosmetics exposé

The "unglamorous background" to the cosmetics industry has been featured throughout the past week in *The Times*. Based on a book, "Selling Dreams" by Margaret Allen, the articles tell the story of "tough women tycoons, smart advertising gimmicks and experiments on animals".

The first article traces the rise of the Arden and Rubinstein empires depicting "two headstrong, arrogant women" trying "to outdo each other in a struggle that, although personally bitter, was not necessary".

Throughout the week the series went on to describe the "growing circle of rivals", filling in the background to such names as Revlon and Factor. "Selling Dreams" (£7.95) will be published by Dent on September 10. ■

Midlands health foods show for trade and public

Public interest and chemists' involvement in health foods should receive a boost from an exhibition being staged in the Potteries next month. Cornwell's Wholesale, who have promoted health foods through chemist outlets for the past four years, will be staging the exhibition at Trentham Gardens, Stoke-on-Trent, September 21-24.

The Monday afternoon and evening will be a public exhibition of health foods by leading manufacturers and will include a lecture by Andree Melly and a guest appearance by Lynne Perrie and Peter Dudley of Coronation Street (Bert and Ivy Tilsey). Some 25 manufacturers will exhibit and provide advice and information as well as samples. Admission will be by ticket only (£1) and it is anticipated that some 1,200 members of the public will attend the exhibition — the first of its kind to be held in North Staffordshire — which will also be open Tuesday morning, admission free.

The exhibition will then be enlarged for the trade by the inclusion of a further 50 chemist OTC manufacturers. Open Wednesday and Thursday afternoons and evenings, this is in conjunction with Stoke

on Trent (Health Foods) Ltd who supply OTC products to over 300 pharmacies in the West and North Midlands area.

Mr Peter Taylor, managing director of Cornwell's Wholesale, told *C&D* that he had several objectives in arranging the exhibition — particularly to stimulate public interest in eating natural foods and supplementing diets with vitamin and mineral compounds. He also felt that pharmacists are in an ideal position to sell and advise on these products — "they are becoming a very important part of health education." Cornwell's make available small, but representative parcels for pharmacists to start health food sections. "Some of these accounts are constantly increasing their business and the exhibition will enable them to see and enlarge the ranges available. It will also be an ideal opportunity for their staff to obtain product information and help from the manufacturers."

Cornwell's provide a weekly (and locally a daily) service and their product list order form contains over 1,500 items of health foods which are held in stock. They service (in conjunction with Stoke on Trent Health Foods) the West Midlands area from Coventry and Rugby in the south to Manchester in the north. Further details on the exhibition from *Cornwell's (Wholesale) Ltd, Regent Works, Ogden Road, Harley, Stoke-on-Trent ST1 3BX.* ■

Piperazine safety doubts dismissed

Concern that piperazine may be nitrosated in the stomach to produce carcinogens is expressed in a letter to *The Lancet* last week.

Three Swedish researchers report that two fasting, healthy volunteers took a single dose of piperazine syrup equivalent to 480mg piperazine, the dose recommended to be taken twice daily for up to 14 days for nematode worm infestation. Considerable amounts of N-mononitrosopiperazine (MNPZ), a carcinogen in animals, were produced in the stomach in the presence of endogenously-formed nitrite. The compound was also excreted in the urine but not detected in the blood.

The authors suggest that piperazine drugs should be formulated with a "nitrite trap" such as ascorbic acid to slow the nitrosation. They also plan to study the risk of long-term exposure in workers handling the drug.

Commenting on the study, a spokesman from Reckitt & Colman told *C&D* that the company was following the work with interest but felt there was no cause for concern over piperazine. The study had involved only two volunteers, with some widely varying results. The individuals had fasted for 10 hours previously whereas Pripsen was usually taken with food or milk which would dilute any nitroso compounds formed.

Pripsen was also taken intermittently as two 4g doses over a fortnight, not as two 480mg doses daily as suggested in the study. Finally, the relevance of MNPZ to human toxicology was not yet established.

Similarly Wellcome Foundation, makers of Antepar, said that while the study's conclusions were largely based on work done in animals they warranted careful follow-up and investigation. ■

Good increase in chemists' sales

Retail sales of all chemists rose by 14 per cent in June to an index of 158.0 (1976 = 100). This contrasts with a 7 per cent increase for all businesses (index 164) and a 2 per cent rise for all small businesses (index 128). Large businesses showed a 9 per cent increase in sales (index 188) of which Co-operative societies also improved by 4 per cent (index 160). Combined sales by chemists and photographic dealers increased by 13 per cent (index 170). NHS receipts are excluded. ■

Test TV campaign for incontinence aid

The Independent Television Companies Association, which vets copy for television advertising, has accepted an advertisement for Urocare incontinence garments.

Mr Alan Garnett, managing director of Discreet Disposables, told *C&D* that the advertising was turned down initially on the grounds that it might cause offence in the same way as sanpro advertising, which was stopped after complaints from viewers. Mr Garnett argued that, in the Year of the Disabled, there was a duty to inform incontinent people of the products that could help them.

The advertisement, scheduled for

Pharmacist Alan Spinks (first row second left) snatched a win from fellow Numark member, Mr T. Neal (second right) and Messrs Doug Wilson (right) and R.F. Alfree (left), both from Beechams, who all tied with 30 points apiece in the Numark Chemist National Golf Tournament for the Beecham Trophy at the regional final held at Selston Park. In accordance with the rules, they finished in the above order



By Xrayser

X-perience tells

When I first came to write this column *x* years ago I brought to it all the modest diffident confidence of your typical pimply teenager. Rash statements flowed as I poured scorn on my elders and betters and set out to put the pharmaceutical world to rights — if only it would take notice. Since those heady days, the writer in me has aged considerably, so that now I see my job, more reasonably, as simply to comment on the events of the day as they affect me, writing to amuse when I can, but always to draw attention to things we have to bear in mind.

It's flattering, therefore, when readers are stimulated to write letters to the Editor concerning my column, for at least it shows you read it. Last week saw a veritable bonanza with no fewer than *four*, some of which really must have answers.

Westminster, who must be hard put to live by pharmacy alone. Presumably they don't, because if they weren't able to meet their overheads and make a profit they would close.

But it is interesting to note that the areas with the highest numbers are those with, I believe, the greatest number of transients in the population, many of whom are not registered with GPs but who would make, therefore, the greatest use of the pharmaceutical services. Maybe?

I'm trying hard, but in the face of such figures I find myself somewhat in agreement with their author — though for different reasons since the facts he gives do much to support my thesis of sponsored amalgamations under the aegis of the Pharmaceutical Society or the LPCs, with perhaps an understood base of controlled distribution.

But getting away from this business of the big supporting the little (which I suggest is something of a red herring), I don't think any Government would agree to pay all contractors at the one flat rate, when they know that the *real* "big boys" could collect an extra 10-15 per cent from the power of their buying. Something to do with accountability I believe. What we are concerned with is seeing that the payments to contractors are not based on prices which are lower than the contractor actually pays for his drugs.

Wrong impression

Firstly to Mr Butler, who gained the impression that I was against discount based on total ingredient cost as opposed to discount based on numbers of scripts dispensed. I'm not. If we accept that the Government is trying to ensure that they pay us on what we pay for our drugs, then the gross value of purchases (from which come our discounts) is the only relevant figure.

To Mr Gall of Edinburgh I say "welcome to the Pharmacin Club," while to Mr Lawrence of Kent I give thanks for showing that I am not alone in earning far less discount than the PSNC has agreed (had actually suggested to the DHSS!) should be taken from my payments. We're sore about it because I should have thought by now that the PSNC would have realised that there is a sort of plateau level of purchasing and overheads for the smaller account which does not lend itself to a simple gradient of deductions. But while I consider we have a right to criticise bitterly, in the hope that the outcry will stir a prompt response and an attempt at a correction, it must not be assumed that our support for our negotiating body is suddenly withdrawn as Mr Spivak, the last of the four writers, suggests.

I have to admit however that he certainly does his homework (. . . where does he get the time?) for he has produced a marvellous table showing truly "a large number" of pharmacies doing fewer than 1,000 scripts per month. This I find disheartening because it means there are a large number of pharmacists in London, particularly in Kensington, Chelsea and

I am glad to see that funds are being set up to help our colleague Mr Pay in his legal battles at Tenterden, though a wee bit surprised that Mr Madge and the newly formed Rural Pharmacists Association are also in the field. With respect to their good intentions, I do not think they are yet well enough established to be an accountable organisation for this kind of fund. As they say themselves, the matter is of the deepest consequence to us all, so I am grateful to Mr Alan Smith of the PSNC for agreeing to act as clearing house for the fund, which, since LPCs as well as individuals will be contributing, seems wholly appropriate. My "tenner" is on its way there now . . .

Paid up

Welcome back, City and East London. All is forgiven. Well, nearly all? ■

PEOPLE

Mr David Walker, Unichem's management services director, has been invited to address the bi-annual conference of the International Federation of Pharmaceutical Wholesalers in Mexico City in November. Mr Walker will talk on how computers have revolutionised pharmacy management in the UK and how they are likely to develop in the future. About 350 delegates from all over the world are expected to attend.

NEWS IN BRIEF

■ A garden party held by Mrs E. Gaiger recently raised £90 for the Galen group in Croydon. Mrs Gaiger's husband is a retail pharmacist in Sutton.

■ Prescriptions dispensed in Northern Ireland during May numbered 996,399 (617,412 forms). The total cost was £3,730,760, an average of £3.77 per prescription.

■ The Union Internationale Des Laboratoires Independants recently elected the following new officers: — *President*: Mr B. Oliver (Spain); *vice-presidents*: Dr K.J. Albutt (Great Britain), Mr H.K. Hochschwender (USA); *treasurer*: Mr H.P. Jepsen (Denmark); *secretary-general*: Mr A. Herzka, Ashbourne House, Alberon Gardens, London NW11 0BN.

HEALTH CENTRE NEWS

■ **South East Thames RHA** is seeking approval for a "mini health centre" on the North side of Albion Street, corner of Swan Pond, London SE16.

■ The proposed health complex on the site of former Wilson & Glenny Mill at Hawick, Borders, has now been shelved by **Borders Health Board**.

■ Work may start in 1982 on building the £274,000 health centre at Bedlington Station, Northumberland, for the **Northern RHA**.

Advert presentation seen to reflect product's quality

The TAB's (Television Advertising Bureau) Top Ten list of commercials for products selling through C&D outlets for the period May 27-June 23 is as follows:

Baby Wet ones	70
Heinz baby foods	64
Andrex	61
Kodak film	60
Robinsons soft drinks	59
Johnson's baby powder	59
Cosifits nappies	57
Kodak cameras	56
Marmite	55
Ambre Solaire	54
Comfort	54
Johnson's baby lotion	54

Scores are compiled from the reactions of a panel of viewers in the London television region during an evening's viewing. Around the 50 mark is the usual average although scores of 80 and 25 have been recorded in previous months.

Panel's comments

The following are comments made by the panel about some of the campaigns.

Baby Wet Ones: "The product is very good, the advert is even better. It's one of those you cannot help laughing at. It's made so well and will take a lot of beating." "Clever photography and lovely babies keep this advert in one's mind." "Very well made. I think it is very clever the way they have got the music in line with babies playing instruments."

Heinz baby foods: "I think these are very clever and appealing." "First class and well thought out."

Andrex: "This is still one of my favourite adverts, quite charming." "Very well filmed, appealing and very well thought out." But somebody commented "It is now not rolled properly!"

Kodak: "Another good advert that is sensible and clear."

Robinsons: "An excellent and largely silent advert with only a few words at the end." "It's happy and a smooth commercial. Very appropriate now that Wimbledon's very near. The boy is also very good, his expressions are accurate — a real future champ!"

Ambre Solaire: "It demonstrates the product in an understandable way. Very slick and very leggy." "Nice catchy tune makes me remember the advert every time the sun shines." The report comments that in what has presumably been a pretty terrible summer for sun-tan preps, this may be a little consolation!

Some campaigns run into problems:

Maybelline lipsticks: "It was so obviously dubbed. I hate American ads when English manufacturers can come up with some really subtle ads." "This girl looks like a plastic puppet and even speaks like one (Surely she had an American accent and this is English dubbed?) Not an attractive image. The name Maybelline is clumsy and sounds cheap."

In the battery market some brand confusion seems to exist. "I can still see those strong legs running in the Vidor batteries advert — rather disturbing really." In contrast, "I don't quite know why but I don't like that fella (sic)!"

Scores for the P&G Pampers campaign are only just filtering through but it seems to be performing quite well, says the report. The Cosifits campaign though still doing well enough to keep in the C&D TAB's Top Ten is showing signs of "wear-out" as its score declined from 62 to 57. And the report suggests that "as there are now at least four major brands competing and advertising very heavily against each other the strength of branding in the respective campaigns now becomes vital. Showing pictures of happy babies is no longer enough on its own." Further information and special reports on summer campaigns for specific markets including nappies, cameras and batteries (£400 plus VAT per product field) can be obtained from TABs, 18 Maddox Street, London W1R 9LE. ■

Two for the price of one from Tudor

To support their recent launch of Tudorchrome slide film, Tudor are launching what they claim to be the "most exciting promotion ever to be linked to slide film."

For every Tudorchrome film purchased, either 20 or 36 exposures, the customer receives another one free, giving, eg, two 36 exposure 100 ASA process paid transparency films for £4.78.

The company says that to prevent its dealers from having to reduce their margins, every order received for 10 rolls of Tudorchrome will be accompanied by an additional 10 rolls of equivalent length free of charge. Every order will also carry free POS material including a "2 for the price of 1" window poster. Tudor warn that there are only limited stocks available for this promotion. *Tudor Photographic Group, 30 Ongate Lane Industrial Estate, London NW2 7HU.* ■



A new comb range from Addis features the latest angular shape, comes in polypropylene or nylon and ranges in size from a five inch (£0.20) fine pocket to the eight inch coarse/fine dressing comb at £0.45. Card-mounted with clear oversleeve they come on a counter stand

Brush for 'just washed' hair

Addis announce the launch of a brush that has been specially designed for brushing wet hair — the "wet brush".

They claim the unique design and construction of the wet brush now makes it possible to remove the tangles from "just washed" hair with a brush without causing damage to either hair or scalp — useful for use on the beach or pool-side when drying hair after a swim.

It has a flat base, with a pneumatic rubber cushion set with long, well-spaced smooth metal quills with a tiny bubble of hard, polished resin on the end of each one. The wet brush comes in two sizes, handbag (£1.80) and standard (£2.45). *Addis Ltd, Ware Road, Hertford.* ■

Launch of WII twin razor blade

A new, slim twin razor blade is to be launched at the end of August by Wilkinson Sword. The WII replaces the previous Wilkinson II product and will also fit GII handles, meaning less bulk and more manoeuvrability.

Packaging for the WII will be distinctive, incorporating a purple and silver stripe similar to that on Wilkinson Sword double edge, and it will be available in five blade dispensers. *Wilkinson Sword Group Ltd, Langley Hall, Station Road, Langley, Slough SL3 8BZ.* ■

COUNTERPOINTS

Rewrap for Sanatogen range

Sanatogen vitamins are being "relaunched" with new packaging, new advertising and POS material and improved benefits on larger orders. The pack design has been updated and has a consistent theme throughout the range yet retains enough of the previous style to make the packs recognisable as Sanatogen to the consumer.

A national television campaign is due to break the week beginning August 31 and a Press campaign starts in women's magazines in September. POS material includes a window poster, showcard, open-closed sign, shelf organiser and window frieze. A "Free guide to vitamins and minerals" lists the foods in which vitamins and the main minerals occur and why the body needs them.

The advertising spend for the brand will be more than £1 million this year. *Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.* ■

Extra strong lager in Caxton relaunch

Tom Caxton have relaunched their range of beer kits in a new packaging, adding a new variant, and they are currently supporting them with an advertising and promotional campaign.

The range has been repackaged, they say, to reflect its traditional quality with each variety sub-branded and colour coded for easier identification. A special extra strong lager kit has been added to the range complementing the Gravity 45 extra strong bitter kit. It makes 30 pints.

Promotional campaigns worth over £450,000 will be run through the winter

and advertising will be carried by major newspapers during September and October. Tom Caxton's eight pint kits, together with bitter and lager kits, now carry a 20p off next purchase coupon. For a limited period beer kits will also contain free beer mats and during the months October / November there will be an on-pack offer.

Finally for the independent retailer a limited number of display stands will be available with first orders of ten or more cases. *Reckitt & Colman Products Ltd, Danson Lane, Hull HU8 7DS.* ■

Shopper-stoppers for September

The Sangers shopper-stoppers, which now replace the super savers, are as follows for September: Bristows hairspray, Cow & Gate baby foods and baby milks, Farley's rusks, Harmony hair colour, Johnson & Johnson baby powder, lotion and cream, Listermint mouthwash, Lucozade, Milton, Napisan, Paddi Cosifits, Radox salts, Scotties regular tissues and Wella shampoo. *Sangers Pharmaceuticals, Cinema House, Oxford Street, London W1.* ■

Unichem own-brand man-sized tissues

Unichem are introducing their own-brand man-sized tissues.

The large two-ply soft tissues are presented in black, orange and white packaging. A case containing 24 packs will cost members £8.11 and will retail at the recommended price of £0.47 a box. During September there will be a special introductory offer of £7.65 a case with a rsp of £0.44 a box. *Unichem Ltd, Crown House, Morden, Surrey.* ■

Holiday closures

The following offices at the Pontypool site of Warner-Lambert (UK) Ltd, will be closed on August 31 and September 1 — Parke-Davis medical marketing, Warner P-D pharmacy marketing, Wm. R. Warner medical marketing, veterinary / animal health, Deseret / hospital supplies, medical division, and Parke-Davis manufacturing operations.

The Carfin Distribution Depot, Motherwell, will be open on these two days, but will close on September 28-29. ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	%	Ulster	CI	Channel Is

Airwick Gumption:	All areas
Bic roller pen:	Ln, M, Lc
Bristows shampoo:	All areas
Clinomyn:	Sc
Colgate Dental Cream:	All areas
Cream Silk:	All areas
Ex-lax:	So
Farley's rusks:	Ln, Y, NE, M, Lc
Gibbs SR:	Ln, Lc, So, A, U, B
Harmony hairspray:	All areas
Hedex:	Y, Sc, WW, NE, A, We, G, CI
Impulse bodysprays:	All areas
Oil of Ulay:	Ln, Lc, S, So
Paddi Cosifits:	All areas
Rennies:	All except U, E
Scholl Air Pillo:	Sc, Y, NE, A, U, B
Signal:	Ln
Silvikrin shampoo:	All areas
Silvikrin Supersoap:	M, Lc, Y, NE, B, G, Sc, U
Snugglers:	E
Sunsilk shampoo:	All areas
Vosene shampoo:	All areas

ENGLISH GRAINS
*Strength...
is also in its ability
to wrap things
up.*

As part of our comprehensive manufacturing services for tablets, powders, liquids and pastes, is a highly efficient contract packing facility.

We can offer this service at extremely competitive rates for any type of bulk product. English Grains modern equipment includes: high



speed tablet counters, strip and blister packing machines, liquid filling lines, film wrapping and shrink wrapping machines.

Talk to our contract division and wrap up the whole deal to your complete satisfaction.

English Grains Limited
Park Road, Overseal,
Burton-on-Trent, DE12 1BR.
Telephone: (0283) 221616. Telex: 341345

ENGLISH GRAINS
The name speaks volumes.

Heinz £1/2m charity appeals in multi-brand trade boost

Heinz have announced their biggest-ever promotion to support all their brands — a label collection scheme with the objective of raising up to £1/2 million to benefit 12 charities. Based on the success of previous community promotions, Heinz predict a major boost to sales in terms of increasing frequency of purchase and enhancing consumer loyalty to their brands.

All labels will qualify for collection and from October 1981 to the end of February 1982 the "Heinz £1/2 million appeal" will be flashed on 90 million special labels on selected products. For every label collected, 1p will be donated to the cause selected by the shopper from 12 well-known charities listed on the back of each special label.

To launch the appeal, Heinz will donate an initial £10,000 to each of the 12 charities — Action Research for the Crippled Child, British Heart Foundation, Dr Barnardo's, Help the Aged, Imperial Cancer Research Fund, Multiple Sclerosis Society, NSPCC, National Children's Home, Oxfam, Royal National Institute for the Blind, Save the Children Fund, and the Spastics Society.

Publicity and POS support will be of an appropriate scale and will include £100,000 expenditure in national newspapers and magazines to inform consumers of the details and objectives of the appeal. There will be a national Press



Lightwaves savings

For a limited period Lightwaves kits are currently flashed for £1.75. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.* ■

relations programme, co-ordinating the charities' own efforts.

Special in-store collection boxes, dump bin skirts, posters and shelf-edgers will be available to retailers plus car stickers / lapel badges for charity workers and collectors. *H.J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex UB4 8AL.* ■

PRESCRIPTION SPECIALITIES

Miochol intra-ocular irrigation

Manufacturer Cooper Vision Ltd, 21 The Avenue, Southampton SO9 1WP

Description A two-chambered vial containing freeze-dried 20mg acetylcholine chloride and 60mg mannitol in the lower chamber and 2ml water for injections in the upper.

On reconstitution 2ml of an isotonic solution containing 1:100 of acetylcholine hydrochloride in 3 per cent of mannitol is produced.

Indications To obtain a rapid and complete miosis after delivery of the lens in a cataract surgery, in penetrating keratoplasty, iridectomy and other types of anterior segment surgery where this is needed.

Dosage For intra-ocular irrigation only. A satisfactory miosis lasting for several minutes is produced by 1/2-2ml. To prolong the miosis repeated applications can be made.

The irrigation should be gentle, parallel to the iris face and tangential to the pupil border.

Contraindications and side effects None known for its use in cataract and anterior segment surgery.

Precautions If miosis is to be obtained quickly and completely any obstructions to miosis such as anterior and posterior synechiae may require surgery prior to administration of Miochol.

In cataract surgery it should only be used after delivery of the lens.

Pharmaceutical precautions Protect from freezing.

Packs 2ml unit dose Univils, individually boxed at £4.10 trade.

Supply restrictions Prescription only
Issued August 1981. ■

Mysoline with phenytoin tablets

ICI intend to withdraw Mysoline with phenytoin tablets from their range when factory stocks are exhausted and will announce when this has been done. They anticipate that stocks in pharmacies will be used up naturally.

Mysoline tablets and suspension will continue to be available from ICI and phenytoin from the usual manufacturers. *Imperial Chemical Industries Ltd (pharmaceutical division), Alderley Park, Macclesfield, Cheshire SK10 4TF.* ■

DDSA propranolol and metronidazole

DDSA are to introduce a range of propranolol tablets and also metronidazole 200mg tablets from September 7.

Anginol tablets contain propranolol BP — 10mg, 100, £1.10 and 500, £5.28; 40mg, 100, £2.54 and 500, £12.54; 80mg, 100, £3.81 and 500, £18.95; and 160mg, 100, £7.55.

Vaginol tablets contain metronidazole BP 200mg — 100, £7.24 and 500, £36.10. *DDSA Pharmaceuticals Ltd, 310 Old Brompton Road, London SW5 9JQ.* ■

Ledercort colour

Lederle Laboratories have discontinued the use of azo dyes in Ledercort tablets 2mg. The pink oblong tablets embossed "LL 4405" have been changed to blue oblong tablets embossed "LL II".

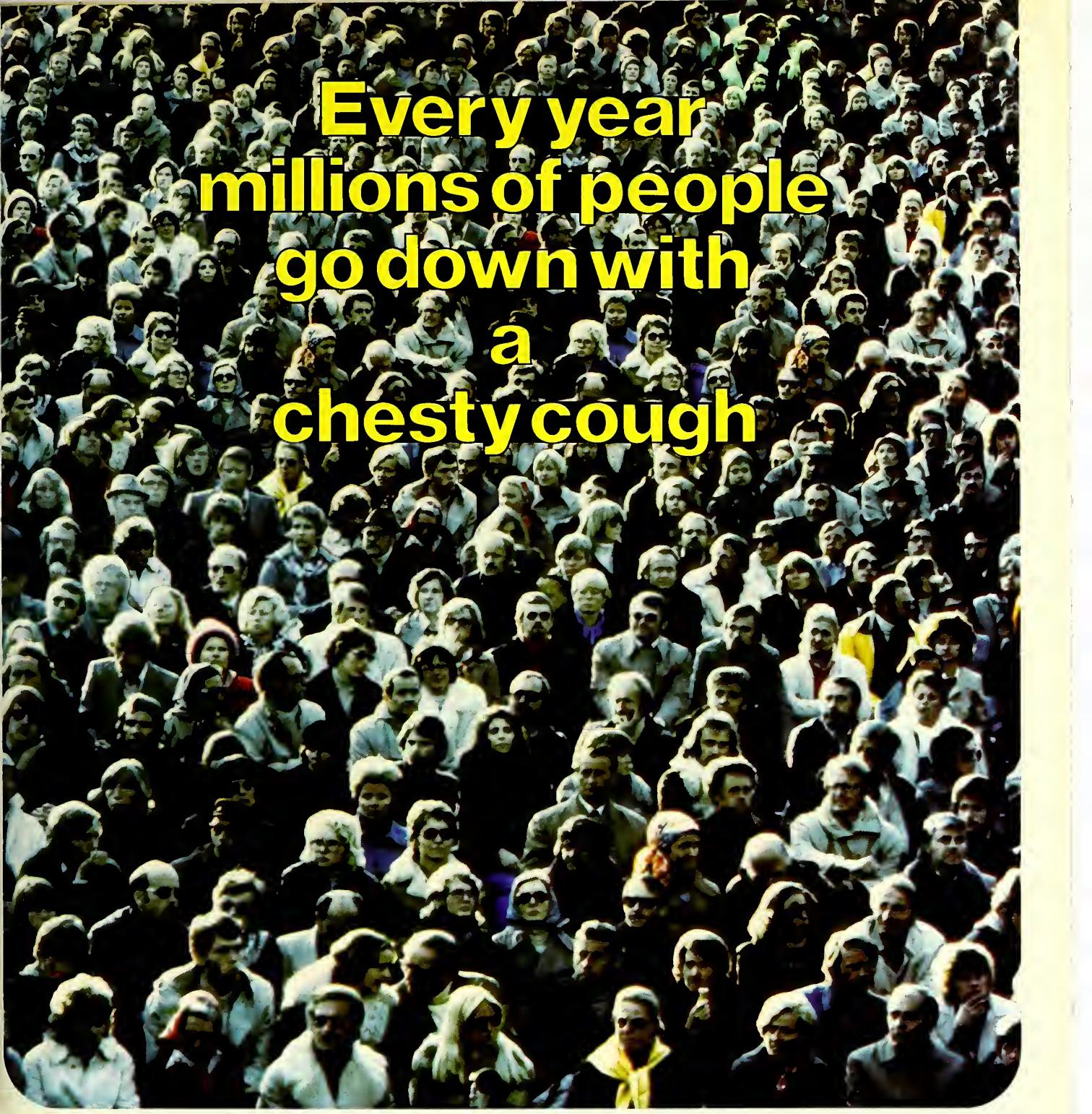
Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS. ■

Trinordiol leaflet in six languages

Wyeth have produced a patient advice leaflet on Trinordiol which contains the basic instructions in six languages — Punjabi, Hindi, Gujarati, Bengali, Urdu and Cantonese. The leaflets are available free from *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.* ■

Prostigmin drops

Roche have announced that stocks of Prostigmin ophthalmic solution (7.5ml), which as been discontinued, are now exhausted. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Hertfordshire AL7 3AY.* ■



**Every year
millions of people
go down with
a
chesty cough**

**This year
WinPharm
have come up with
an
entirely NEW treatment**



NEW!

Franolyn Expect.

**Your WinPharm
'counter prescription'
for
chesty coughs**



160 times every month, on average, your professional advice as a pharmacist is sought in the treatment of coughs and colds.¹

This significant fact, borne out in every recent survey, puts cough and cold remedies "Top of the League" in counter prescribing.^{2,3,4}

Until now you've only had half the answer. This year WinPharm have come up with an entirely new treatment for chesty coughs – Franolyn Expect.

New Franolyn Expect has an unique pharmacological profile and, compared with six of the best-selling over-the-counter cough remedies, Franolyn Expect alone fulfills all the criteria required of an ideal cough treatment – including that of *not* causing drowsiness.

In addition, WinPharm has devised for Franolyn Expect an entirely new scale of trade margins that compensate you for the time and professional effort you spend in its active recommendation, over and above the usual attractive WinPharm terms.

Brand	1	2	3	4	5	6	Franolyn Expect
Reduces mucus viscosity		✓		?		✓	✓
Reduces congestion			✓		✓	✓	✓
Dilates the bronchial tree				✓		✓	✓
Increases air flow					✓		✓
Rapid and long lasting relief						✓	✓
Does not cause drowsiness	✓	✓					✓

NEW! Franolyn Expect.

The right scientific pedigree

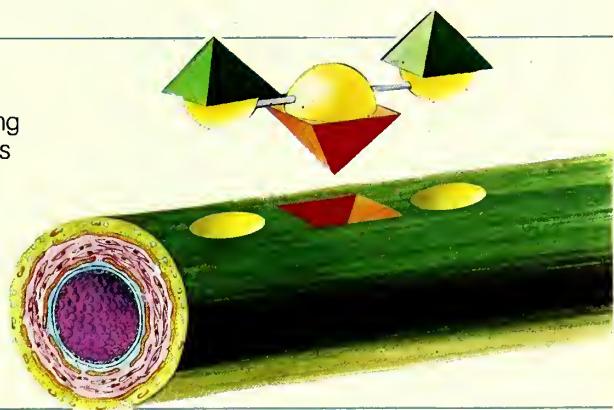
Each 5ml. of Franolyn Expect, contains:

Theophylline BP (Anhydrous) 60mg. Guaiphenesin BPC 25mg. Ephedrine BP 4.75 mg.

It's this unique formulation that makes Franolyn Expect the ideal expectorant for you to 'counter prescribe'.

Franolyn Expect reduces congestion

The ephedrine present in Franolyn Expect, by binding to the alpha receptor sites on blood vessels, reduces the degree of vasodilation in the upper respiratory tract, thus easing inflammation and reducing congestion in the bronchial tree.



Franolyn Expect dilates the bronchial tree

Ephedrine also binds to the beta-receptors on the smooth muscle around the bronchi and bronchioles resulting in muscle relaxation and so achieving bronchodilation.⁵ This action is reinforced by the inclusion of theophylline which interferes with the intracellular breakdown of cyclic adenosine monophosphate (AMP) – a key factor in the regulation of muscle contraction.^{5,6}

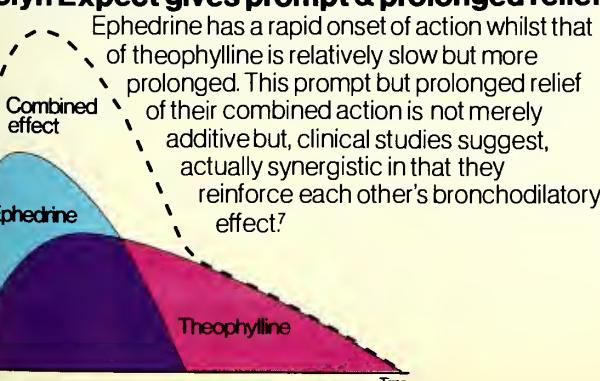
Franolyn Expect reduces mucus viscosity

Franolyn Expect contains the well known expectorant guaiphenesin, which has long been accepted for its ability to increase the output of respiratory tract fluid, consequently improving the flow properties of tenacious bronchial mucus

Franolyn Expect increases air flow

By reducing congestion, dilating the bronchial tree and reducing mucus viscosity, Franolyn Expect achieves the fourth of the ideal criteria for an expectorant – increased air flow.

Franolyn Expect gives prompt & prolonged relief

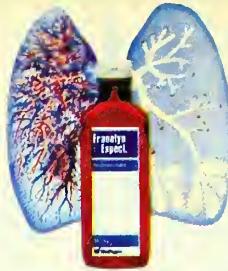


Franolyn Expect does not cause drowsiness

Unlike many other over-the-counter cough remedies, Franolyn Expect relieves symptoms without causing drowsiness. This makes it ideal for ensuring that your customers' normal daily routines are not impaired and is particularly valuable in not affecting their concentration or alertness.

References

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NEW! Franolyn Expect.

The right commercial profile

Franolyn Expect now gives you the opportunity to "counter prescribe" an entirely new treatment for your customers. Like all WinPharm products, Franolyn Expect is:

- **Distributed only to pharmacies**
- **Not advertised to the public**
- **Backed by Winthrop resources**
- **Comprehensive information facilities**

PLUS

- **Entirely new scale of introductory margins.**
Your first order of Franolyn Expect will bring you a bumper introductory margin which could show you as much as **£34.38 profit on a £37.62 outlay**, equivalent to over 91% on cost or nearly 48% on net sales value, at best terms.

STOP PRESS

WinPharm have planned, in keeping with pharmacists' professional status, a new incentive that will recognise pharmacists' commitment to the product and recompense them for the professional time and effort spent in actively recommending Franolyn Expect.

See your WinPharm representative for full details

No one but WinPharm can claim to repay so handsomely the time and professional effort you spend in actively "counter prescribing" for chesty coughs.

PLUS

- **Special backing for local pharmacies**



Special window displays

A highly flexible series of display items, to suit all shapes and sizes of window area, have been designed. These highlight the pharmacist's professional skill and expertise and stimulate the public into asking for advice.

Key sites for poster campaign
WinPharm are reserving specially selected poster sites, carrying a message which will motivate cough sufferers into asking for their local pharmacist's professional advice.



In-store sales aids

To assist in counter prescribing Franolyn Expect, a number of sales-aids are available recommending that your customers should seek your professional advice about chesty coughs.



WinPharm Working with pharmacy for a healthier future

Full information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH.

62p

65p

59p

57p

38p

45p

£1.33

62p

SANGERS

Pharmaceuticals

SHOPPER STOPPERS

BETTER DISPLAYS MEAN BIGGER SALES
SEPTEMBER



MAJOR BRANDS

Shopper Stoppers are the big name brands representing all the major departments in your shop

REAL VALUE PRICES TO WIN YOU MORE CUSTOMERS

Shopper Stoppers are designed to help you sell selected lines at really low prices to maximise your competitive image

SENSIBLE MARGINS TO MAINTAIN YOUR PROFITS

Shopper Stoppers protect your profit margins at realistic levels

FREE FULL COLOUR DISPLAY MATERIAL TO MAXIMISE IMPACT

Shopper Stoppers make Customers stop at your shop with the free, high impact window posters and shelf talkers

EXCITING PRIZES IN COMPETITION
SANGERS
WINDOW DISPLAY
Shopper Stoppers
see next month's

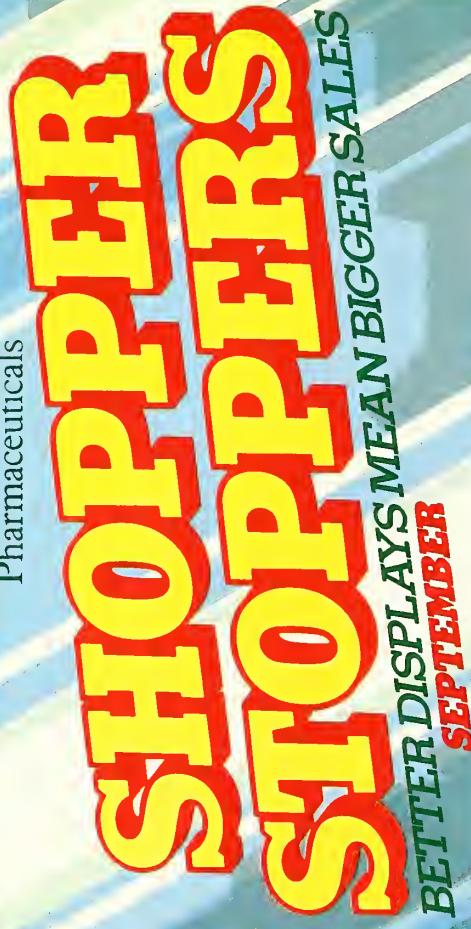
SHOPPER STOPPERS Sept '81

OFFERS SUBJECT TO AVAILABILITY

PRODUCT	PACK QTY. X SIZE	NORMAL TRADE R.S.P. EX. VAT	NORMAL R.S.P.	SHOPPER STOPPERS TRADE EX. VAT	SHOPPER STOPPERS R.S.P.	SHOPPER STOPPERS TRADE EX. VAT	SHOPPER STOPPERS R.S.P.
Bristows Hair Spray	12 x 175ml	£7.97	£1.02	£5.58	65p	P.O.R. 18%	57p
Cow & Gate Baby Foods Stage I	12's	£2.30	23½p	£1.99	20p	P.O.R. 17%	62p
Baby Foods Stage II (FLASHED 3p OFF)	12's	£2.56	26p	£2.16	21½p	P.O.R. 16%	£1.15
Cow & Gate Baby Milk Premium	24's	£29.44	£1.39	£27.07	£1.33	P.O.R. 15%	75p
Baby Milk Plus	24's	£30.04	£1.42	£27.62	£1.35	P.O.R. 15%	89½p
Farleys Rusks	12 x Family	£6.79	69p	£5.79	57p	P.O.R. 15%	£1.05
Harmony Hair Colour	12's	£6.25	79p	£5.05	59p	P.O.R. 18.5%	£1.37
Johnson & Johnson Baby Powder	24 x 227g	£14.57	£1.00	£11.84	69p	P.O.R. 18%	38p
Baby Lotion	24 x 120ml	£13.23	91p	£10.70	63p	P.O.R. 10%	45p
Baby Cream	24 x 45g	£9.62	66p	£7.81	46p	P.O.R. 18%	£3.87
Listerimint Antiseptic Mouthwash	12 x 220ml	£5.76	75p	£4.89	57p	P.O.R. 18%	57p
Lucozade	12 x Large	£6.36	—	£5.44	—	P.O.R. 15%	—
Milton	12 x 600ml	£11.74	£1.50	£9.80	—	P.O.R. 18%	—
Napisan	6 x 500gm	£3.84	98p	£3.20	—	P.O.R. 18%	—
Paddi Cosifits	12 x under 10lbs	£11.65	—	£8.92	—	P.O.R. 18%	—
	12 x 10-12lbs	£13.64	—	£10.45	—	P.O.R. 17.5%	—
	12 x over 20lbs	£17.64	—	£13.52	—	P.O.R. 17.5%	—
Radox Salts	6 x Large	£3.36	84p	£2.65	62p	P.O.R. 18%	45p
Scotties Regular Tissues (White & Rainbow)	24 x 150	£9.28	—	£7.12	—	P.O.R. 10%	—
Wella Shampoo	12 x 100ml	£5.97	73p	£3.87	—	P.O.R. 18%	—

SANGERS

Pharmaceuticals



62p

65p

59p

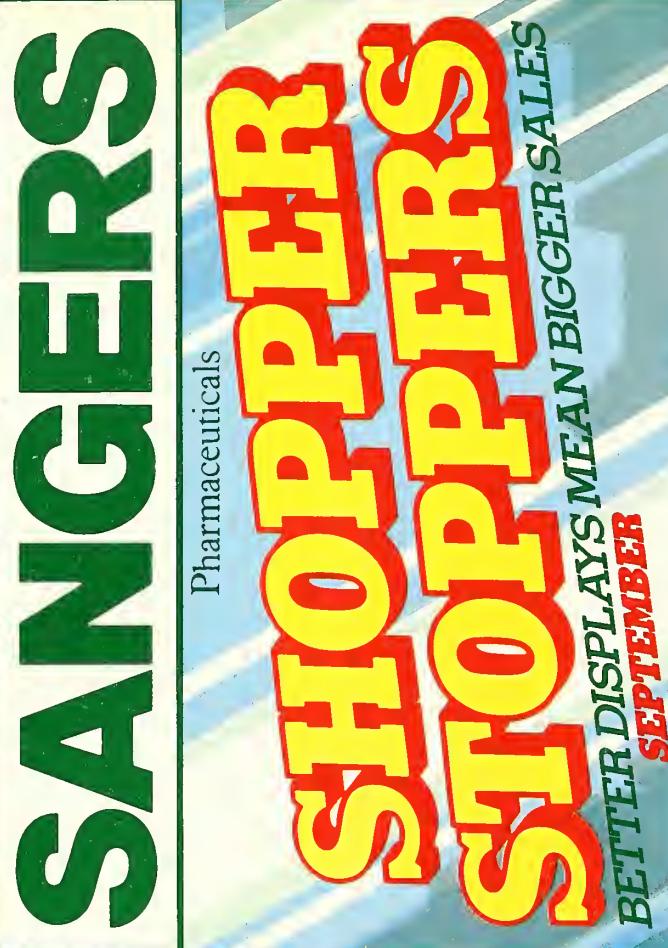
57p

45p

£1.33

62p

£1.25



All-in-one nappies
babies up to 10lb.

EXPORT ENQUIRIES WELCOME

Quantity	Product	Description	Packed In	Price	Value
	Allopurinol B.P.	Tablets 100mg.	250	£29.00	
	Aluminium Hydroxide B.P.	Tablets 500mg.	500	£ 4.40	
	Aminophylline B.P.	Tablets 100mg.	500	£ 2.95	
	Amitriptyline B.P.	Tablets 10mg.	1000	£ 4.90	
	Amitriptyline B.P.	Tablets 25mg.	1000	£ 9.50	
	Amitriptyline B.P.	Tablets 50mg.	1000	£18.00	
	Ampicillin B.P.	Capsules 250mg.	1000	£30.00	
	Ampicillin B.P.	Capsules 500mg.	500	£30.00	
	Ascorbic Acid B.P.	Tablets 100mg.	100	£ 0.50	
	Ascorbic Acid B.P.	Tablets 200mg.	100	£ 0.85	
	Aspirin Soluoble B.P.	Tablets 300mg.	1000	£ 2.90	
	Bendrofluazide B.P.	Tablets 2.5mg.	1000	£ 3.00	
	Benzhexol B.P.	Tablets 2mg.	1000	£ 5.45	
	Benzhexol B.P.	Tablets 5mg.	1000	£10.95	
	Calcium Gluconate B.P.C.	Tablets 600mg.	500	£ 5.25	
	Calciferol B.P. High Strength	Tablets	1000	£ 6.20	
	Calcium & Vit. D B.P.C.	Tablets	1000	£ 5.80	
	Chlorpromazine B.P.	Tablets 25mg.	1000	£ 2.90	
	Chlorpromazine B.P.	Tablets 50mg.	1000	£ 5.40	
	Chlorpromazine B.P.	Tablets 100mg.	1000	£ 8.80	
	Chlorpropamide B.P.	Tablets 100mg.	250	£ 8.00	
	Chlorpropamide B.P.	Tablets 250mg.	500	£11.00	
	Codeine Phosphate B.P.	Tablets 15mg.	250	£ 4.30	
	Codeine Phosphate B.P.	Tablets 30mg.	250	£ 7.77	
	Codeine Phosphate B.P.	Tablets 30mg.	500	£12.50	
	Codeine Phosphate B.P.	Tablets 30mg.	1000	£24.50	
	Codeine Phosphate B.P.	Tablets 60mg.	250	£16.22	
	Co-Trimoxazole B.P.	Tablets	500	£34.00	
	Digoxin B.P.	Tablets 250mcg.	1000	£ 2.60	
	Erythromycin B.P.	Tablets 250mg.	100	£ 5.08	
	Erythromycin B.P.	Tablets 250mg.	500	£24.80	
	Ferrous Gluconate B.P.	Tablets 300mg.	1000	£ 3.60	
	Ferrous Sulphate B.P.	Tablets 200mg.	1000	£ 2.50	
	Folic Acid B.P.	Tablets 5mg.	1000	£ 2.00	
	Ibuprofen B.P.	Tablets 200mg.	500	£10.00	
	Ibuprofen B.P.	Tablets 400mg.	250	£10.00	
	Imipramine B.P.	Tablets 10mg.	500	£ 1.45	
	Imipramine B.P.	Tablets 25mg.	1000	£ 3.00	
	Isoniazid B.P.	Tablets 100mg.	500	£ 2.40	
	Magnesium Trisilicate Co. B.P.C.	Tablets	500	£ 2.70	
	Nicotinamide B.P.C.	Tablets 50mg.	1000	£ 2.25	
	Nicotinic Acid B.P.	Tablets 50mg.	1000	£ 2.25	
	Nitrofurantoin B.P.	Tablets 50mg.	1000	£ 7.12	
	Paracetamol B.P.	Tablets 500mg.	1000	£ 3.95	
	Penicillin V B.P.	Tablets 250mg.	1000	£13.78	
	Phenobarbitone B.P.	Tablets 30mg.	1000	£ 1.50	
	Phenobarbitone B.P.	Tablets 60mg.	1000	£ 2.20	
	Phenylbutazone B.P.	Tablets 100mg.	1000	£ 3.00	
	Phenylbutazone B.P.	Tablets 200mg.	500	£ 3.50	
	Phenytoin B.P.	Tablets 50mg.	1000	£ 3.80	
	Phenytoin B.P.	Tablets 100mg.	1000	£ 4.40	
	Prednisolone B.P.	Tablets 1mg.	1000	£ 3.10	
	Prednisolone B.P.	Tablets 5mg.	1000	£ 6.00	
	Prednisone B.P.	Tablets 1mg.	1000	£ 3.10	
	Prednisone B.P.	Tablets 5mg.	1000	£ 6.20	
	Promethazine B.P.	Tablets 25mg.	500	£ 2.50	
	Reserpine B.P.	Tablets 0.25mg.	500	£ 2.00	
	Tetracycline HCL B.P.	Capsules 250mg.	500	£ 7.00	
	Tetracycline HCL B.P.	Tablets 250mg.	1000	£ 9.95	
	Thiamine Co. B.P.C.	Tablets	1000	£ 2.10	
	Thiamine Co. Strong B.P.C.	Tablets	1000	£ 2.75	
	Tolbutamide B.P.	Tablets 500mg.	500	£ 5.00	
	Vitamins B.P.C.	Capsules	1000	£ 4.40	

TOTAL CARRIED OVER £

Unimed = Quality + Economy

Unimed GENERICS

Autumn Voucher Offer

SEE
OVERLEAF

BUY ONE - GET ONE FREE

ON PRODUCTS MARKED *

Quantity Required	PRODUCT	Packed In	Basic Price	Value
	* Bendrofluazide B.P. 5mg	1000	£ 4.25	
	* Chlorpheniramine B.P. 4mg	1000	£ 4.75	
	* Chlorpropamide B.P. 250mg	500	£11.00	
	* Diazepam B.P. 2mg	1000	£ 3.50	
	* Diazepam B.P. 5mg	1000	£ 4.50	
	* Diazepam B.P. 10mg	1000	£ 8.00	
	* Frusemide B.P. 40mg	1000	£14.00	
	* Indomethacin B.P. 25mg	500	£14.00	
	* Methyldopa B.P. 250mg	1000	£48.00	
	* Methyldopa B.P. 500mg	500	£48.00	
	* Metronidazole B.P. 200mg	250	£ 6.00	
	* Nitrazepam B.P. 5mg	1000	£ 7.80	
	* Oxytetracycline B.P. 250mg	1000	£17.00	
	* Propranolol B.P. 10mg	500	£ 7.84	
	* Propranolol B.P. 40mg	1000	£36.63	
	* Propranolol B.P. 80mg	500	£27.37	
	* Propranolol B.P. 160mg	100	£11.64	
	* Quinine Bisulphate B.P. 300mg	500	£24.00	
	* Quinine Sulphate B.P. 300mg	500	£28.00	
	* Quinine Sulphate B.P. 200mg	500	£25.00	
	* Trimethoprim B.P. 100mg	100	£ 9.46	

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WILL BE SENT UNDER SEPARATE COVER FOR EVERY
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Sub Total _____
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Date: Address:

Telephone No:

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No goods may be returned without written authorisation from the Company. Acceptance of returned
goods is no guarantee that credit will be given. Full terms of trading available on request.

THIS OFFER SUBJECT TO AVAILABILITY

E. & O.E.

P.T.O. 

COUNTERPOINTS

J & J make-up brush set

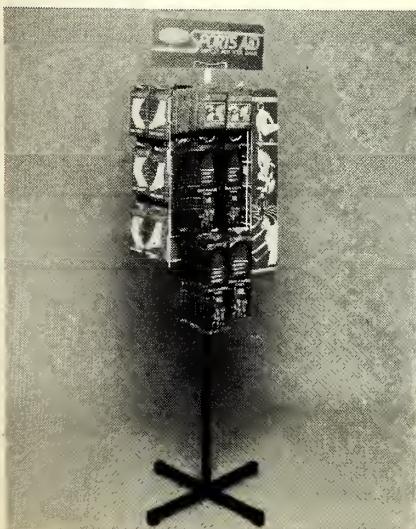
A free make-up brush set is the latest gift to consumers from Johnson & Johnson. The set, which comprises blusher, lip, eye shadow and eye liner brushes plus three Johnson's cotton buds, is a free mail-in offer on all sizes of Johnson's baby lotion and baby oil and is available in return for two special collars, two caps from either product plus 15p for postage. The offer, which is available from the beginning of September until May 31, 1982, will be supported by POS shelf strips. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks.* ■

Golden discs of Farleys

Farley Health are running a "golden discs" competition to tie-in with their current television advertising for Farley's rusks. The competition is on the family size 18's pack and uses five scenes from the commercials. Entrants have to match any five of seven titles to the scenes and there is a tie-breaker which involves completing a slogan.

Each entry must be accompanied by three "it's child's play" or "golden discs" tokens from any size pack. Prizes are ten Bendix home laundries and ten Haddon rocking horses. The £120,000 campaign

Rotary unit for merchandising the new Scholl Sports Aid range. Also available is a smaller shelf or wall unit holding only the ankle and knee supports and shock absorbing insoles (see last week p261.). Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH



runs well into September, uses two separate commercials, and covers the Lancashire, Yorkshire, Tyne-Tees, Midlands and London regions. *Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA.* ■

Waxworks on TV

A television campaign for Waxworks cool wax hair removal treatment starts on September 21 and continues until December. The campaign will be screened in the Midlands for three weeks from

September 21, Trident for two weeks from October 12, Granada for two weeks from October 26, London for two weeks from November 16, and Trident and Granada for two weeks from November 30.

The campaign will be supported by in-store demonstrations for four weeks. Retailers wishing to hold demonstrations should contact the company. Whole page colour advertisements will appear in women's magazines starting late October to the end of December. *House of Carmen Ltd, Deer Park Road, London SW19 3UX.* ■

J.Collis Browne's is alive and well –

AND DOING VERY NICELY THANK YOU.

The reformulation in 1977 has successfully achieved the objectives set out:-

- ★ The original Compound replaced by the new Mixture
- ★ Is now a normal pharmacy only medicine — no signature or prescription required
- ★ Previous concern of minority abuse potential now not applicable (see formula details below)
- ★ Retained efficacy and acceptability
- ★ Regained a sales growth with proper advertising support level



*Another
Guaranteed
Product
From
INTERNATIONAL
LABORATORIES*

Varying returns in your business

by Eric A. Jensen, BCom,
MPS, MInst M, FI Pharm M

One of the most trite of economic terms is "diminishing returns". The phrase is applied to many circumstances, economic and non-economic, and gives the expression to the general principle that: "If further quantities of one productive factor are added to a fixed amount of another productive factor we eventually reach a stage where the return to the variable factor diminishes and finally becomes negative".

The term "diminishing returns" is not only worn, but also misleading, since before the return to the variable factor falls we might pass through a stage of increasing and one of stable returns. Hence it is more correct and illuminating to consider "varying returns" to productive factors. The groups of such factors we have previously described as land, labour, capital, and enterprise.

Homely example

A homely example of varying returns in private pharmacy can be taken by asking what happens if we increase the number of staff (labour factor) we employ on a fixed size of dispensing bench (land and capital factor). If we start with a very large bench with a single technician only we could be ripe for increasing returns to labour. If we add another technician we might more than double the number of scripts per technician dealt with in a given time. Division of labour might become feasible, walking time would be reduced, and so on.

If a third technician is added we might still gain increasing output per technician per unit of time, but the benefit might not be so large as it was when we jumped from one to two. At some point, according to the size of the bench and other circumstances we shall find that adding to the staff no longer adds to average output per technician, after a stage at which additional output has been dropping. Finally we would have so many people at the bench that, due to overcrowding, no work was possible. An extreme example has been given to illustrate a point to which textbooks could and do devote great space. The important issue for the pharmacist to study in his or her use of resources is whether any of them could give increasing returns. Could, say, a 10 per cent addition to staff add considerably more than 10 per cent to the turnover?

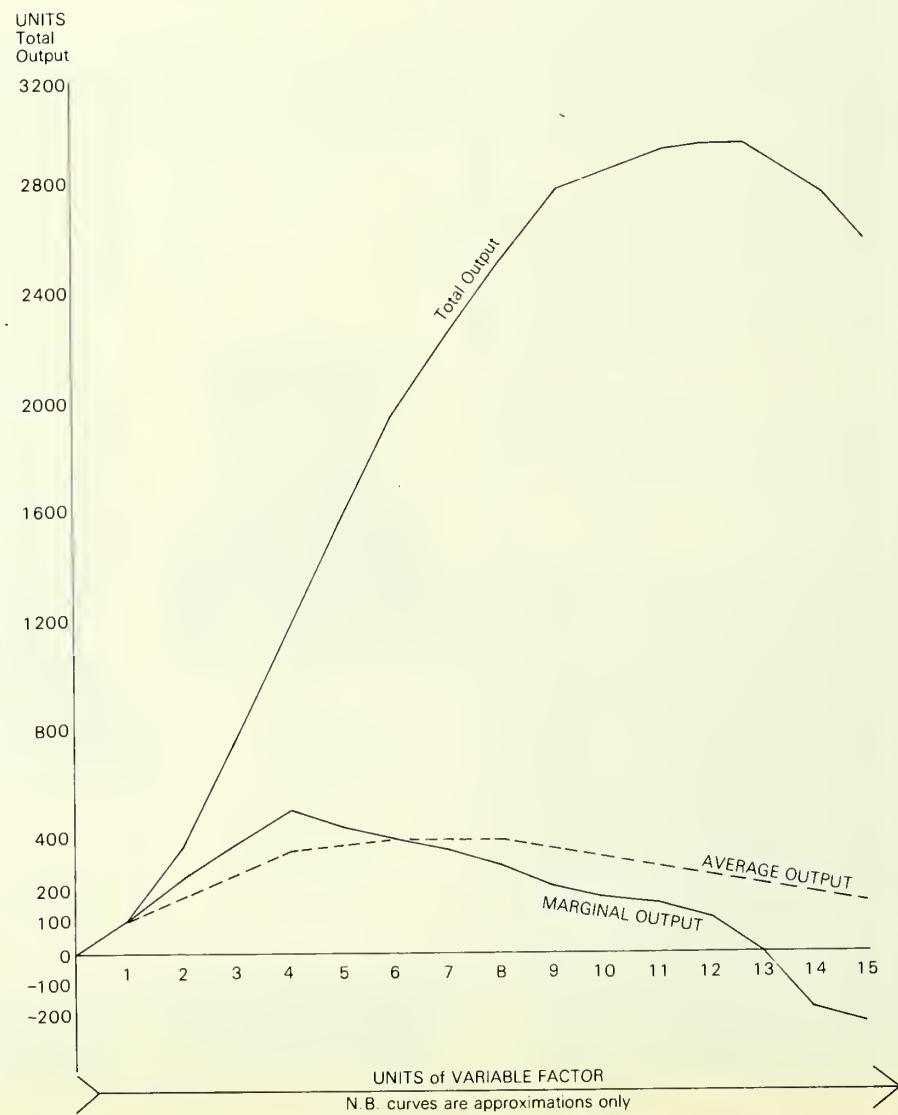
Conversely, would a 10 per cent reduction in staff result in only five per cent fewer sales? And in each case how would net profit be affected?

It is clear that we must be careful to define what type of return to any factor is being measured. Are we looking at the addition to sales in total, to sales per square foot of space, to net profit, or what, from increased amounts of the factor being assessed? Furthermore we should distinguish scrupulously between added marginal amounts and increased average amounts when drawing up any

chart of varying returns. The marginal amount is the variation in total output resulting from the addition of one unit of variable factor, while the average is the output per unit. As the figure illustrates, the average tends to lag behind the marginal and the latter curve crosses the average curve where this is at its maximum. Translating the theoretical data now given into a graph we produce appropriate curves (see table 1 and figure 1).

It should be noted: 1. That the marginal product is not the amount added by the additional unit of the variable factor, but the difference between what is produced by, say, eight as compared with seven staff, or four as compared with three. Failure to understand this can lead to unfair assessments. It is important to look at average as well as at marginal effects of varied proportions of factors. A new assistant might not be adding as

Figure 1: Total, marginal, average output



much to sales as have previous additions of staff, but the average sales per member could still be increasing.

2. That a given state of technical knowledge and the absence of economies of scale have been assumed. The former of these assumptions is particularly apposite to pharmacy, where changing technology could cause radical changes in productivity and therefore to the basic data and configuration of any graph we prepare. The impact also of economies of scale, discussed in a previous article in this series, will be apparent.

3. That we cannot simultaneously employ all our resources to the full, and the usual rationale is to aim for minimum waste of the most costly resource engaged. In practice, try not to waste the pharmacist's time to save that of the errand boy or girl. But human considerations must on occasion take priority over "economic man or woman" theory.

4. That we must define our terms with precision. Are we concerned with the return on or capital invested in the pharmacy, with sales per pound expended on salaries and wages, with number of scripts dispensed per hour per dispenser? What measure are we using in our marginal and average computations?

Table 1

<i>Units of a variable factor employed with fixed quantity of another factor</i>	<i>output (total)</i>	<i>output (marginal)</i>	<i>output (average)</i>
1	100	100	100
2	350	250	175
3	700	350	233
4	1,150	450	287
5	1,550	400	310
6	1,900	350	317
7	2,200	300	314
8	2,450	250	306
9	2,650	200	294
10	2,800	150	280
11	2,900	100	264
12	2,950	50	246
13	2,950	—	227
14	2,800	-150	200
15	2,600	-200	186

Distortion of market

5. That any distortion of the market can throw forecasts into confusion and bring into our figuring a further element of uncertainty. A retail pharmacist might work out the expected marginal and average effects on profit from dispensing (NHS) of adding to staff or equipment so that a larger volume can be handled. The possibility of this larger volume could be due to changing conditions in the area, variation in opening hours, etc. With NHS dispensing, however, a free market economy is not in operation; the pharmacist does not have a monopoly but the government is in a monopsonist position. The pharmacist can "sell" his NHS "product" only to one "purchaser" and this purchaser can, by discounting or other means, remove any marginal or average benefit of increased output.

6. That the finer the adjustments that can be made to any variable factor, the greater the chance to take advantage of the increasing returns sector of the varying returns phenomenon. In practice (and many pharmacist proprietors are in this situation) it can often be profitable to add part of a second or third pharmacist to existing staff where recruitment of a full-time pharmacist would be (marginally) unwise. Some productive factors cannot be subdivided and must be employed as a full unit or not at all. If you are considering an additional pharmacy you either have one or you do not; normally you cannot open half or a quarter of a new establishment. In some circumstances two or more pharmacies might co-operate

FOR THE PAINFUL SHY

Some customers are too shy to talk about haemorrhoids and anal irritation.

The three established ANUSOL presentations—
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Merchandise ANUSOL in your self-selection medicines area to maximise the product's potential.

Good news for the Pharmacy, as well as for the painful shy.



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good products for you and your customers

Active ingredients: Cream: Bismuth oxide, Balsam Peru BPC 1973, Zinc oxide Ph Eur, Ointment: Bismuth subgallate BP, Bismuth oxide, Balsam Peru BPC 1973, Zinc oxide Ph Eur, Suppositories: Bismuth subgallate BP, Bismuth oxide, Balsam Peru BPC 1973, Zinc oxide Ph Eur, William R. Warner & Co Ltd., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request.

*Trade mark R81106

Concluded on p304

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Normal Price

Pack	Trade (Ex. VAT)	Sugg. Retail	P.O.C.
24 x 100's	8.11	47p	21%

Offer 1st – 30th September

7.65 44p 21%



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I am an independent retail pharmacist and would welcome more information about UniChem.

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Co-operation could make new venture feasible

effectively, as in consortia, to give the fine adjustment necessary for a new venture to be feasible.

Study of varying returns theory is perhaps most useful in practice in emphasising the key importance in pharmacy and elsewhere of combining resources in the most effective proportions. It suggests that before any addition to labour or land or capital or enterprise we should calculate or estimate the marginal effects on costs and on revenue. The problem can become especially complicated when capital investment is being assessed — the longer the period over which any return will be spread, the greater the expertise necessary. Here we enter the field of discounted cash flow — no area for the amateur.

Optimum combination

When considering the optimum combination proportions we also need to examine how far one resource can be substituted for another. How far, for instance, can you replace human labour in your pharmacy by computers and suchlike? Conversely, would it make economic sense to become more rather than less labour intensive? What policy gives most satisfaction from the viewpoint of your goals, which might or might not be solely profit-orientated?

In purely economic terms factor A will be substituted for factor B (supposing a unit of A costs three times as much as a unit of B), if A units are at least three times as productive as B units. How this productivity will be judged is for the individual to decide. Again, there is no economic point in employing a man or woman not making a positive marginal contribution.

We tend to focus on the performance of labour as a yardstick for productivity and a surprise could await us if we also look in other directions. Casting our eyes beyond pharmacy for the moment we see from an article in *The Times*, February 1, 1978, that each pound invested in the British Steel Corporation produced 2.1 times as much added value as each pound invested in New Nippon Steel of Japan. A cogent example of the need to clarify the type of productivity we are probing — as relevant to your pharmacy as to the steelmakers. ■

Dual range balance from Oertling

Oertling have introduced an electronic dual range milligram balance. Known as the Alpha HB63 the balance has a capacity of $600\text{g} \times 0.01\text{g}$ and $60\text{g} \times 0.001\text{g}$. This will also be available with metric carat calibration, or as a combined counting and weighing unit.

Incorporating microprocessor technology, the company say the HB63 has a unique digital filtering system which allows averaging over a number of readings to eliminate short term fluctuations of the balance, and so enable steady accurate weighings under diverse conditions.

Other optional features are a store and recall facility which enables 8 weighings to be stored and an internal memory which enables up to eight separate coded tares to be stored and recalled with the net weight displayed.

The balance is available with BCD output for easy interfacing to calculators, printers or computers and all models have an analogue output for operating pen recorders. *Oertling Ltd, Orpington, Kent BR5 2HA*. ■

Easy installment fire alarm

Due to the escalating cost of installing fire alarm systems, Photain Controls say that there is a growing demand for self-contained systems which are factory pre-wired and only require screwing to a wall.

Photain believe their type MFS-80 fulfills this demand at a reasonable price (£92). It consists of a pressed steel housing, $230\text{mm} \times 155\text{mm} \times 105\text{mm}$, and contains a power supply suitable for a 220/250v 50Hz input supply, battery charger and standby re-chargeable batteries, electronic circuit "mains on" indicator lamp, key re-set switch, fault buzzer, break glass unit and transistor siren with 95 db sound output. It also has facilities for connection to additional remote break glass units, heat detectors and alarm sounders. *Photain Controls Ltd, Unit 18, Hangar No 3, The Aerodrome, Ford, Arundel, West Sussex*. ■

Swedish absorber

A Swedish innovation, the Torrball, can absorb up to 1 litre of moisture from surrounding air in any closed space with little or no ventilation where excessive humidity might cause mould, rot,

corrosion, unpleasant odours or deterioration of goods.

The Torrball makes use of deliquescent chloride salts contained in a perforated plastic colander above a plastic vessel. Once a sealing wrapper is removed, the salts, which are non-toxic, begin to absorb moisture from the air, first becoming damp and then dissolving. The solution drips down into the vessel beneath, from which it cannot re-evaporate. In a completely closed space, the Torrball will reduce relative humidity to below 40 per cent, although any significant amount of ventilation raises this figure. *Better Airproducts, c/o Swedish Trade Commissioner's Office, 73 Welbeck Street, London W1M 8AN*. ■

Push-down liquid 'dish' dispenser

A push-down dispenser unit that can be fitted to containers for dispensing a wide range of liquids for application by swab, sponge or brush is now available.

The "dish" dispenser, developed by English Glass, is a small pump with a dished head which receives a 2cc shot of



liquid when depressed. The pump and closure cap is produced to fit a "wide range of containers for use in the pharmaceutical and cosmetic industry".

Typical applications include pre-injection swabbing, hair colourings and perm solutions, make-up removers and cleansing sensitive printing plates. Materials are FDA approved and are widely compatible. *English Glass Co Ltd, Scudamore Road, Leicester LE3 1UG*. ■

We may only make little things but the hair accessories market means a lot. In fact it's a fast-growing area of our business which you can't afford to ignore - and it's very profitable.

What's more our products sell themselves. The familiar wall and inner units make it easy for your customers to self-select and purchase, not just once but over and over again.

If you don't stock Lady Jayne, you're missing out.



Because Lady Jayne means a lot of business - for little effort.

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LADY JAYNE
FOR SIMPLY BEAUTIFUL HAIR

LITTLE THINGS MEAN A LOT.



Some more examples of the red cross symbol

by T.D. Whittet, CBE, Hon DSc, PhD, FPS, CChem, FRSC, BDA

My previous papers^{1,2,3,4} have given many examples of the red cross being used as a medical and pharmaceutical symbol for centuries before its adoption by the International Red Cross at the Geneva Convention of 1863, and of its continuing use for that purpose. I am continuing to find numerous additional examples.

Eastbridge Hospital

The Hospital of St Thomas the Martyr upon Eastbridge, generally known as the Eastbridge Hospital, Canterbury, was founded in 1190 by a merchant, Edward Fitzbold⁵. It was built as a hospice for pilgrims on a bridge in the High Street and was enlarged in the 13th century when it was united with the nearby Hospital of St Nicolas and St Katherine.

In about 1662 the arms of Archbishop Juxon were placed on the front of the building (Canon Derek Ingram Hill, personal communication, September 1979). They are still a prominent feature of its facade. They contain a red cross as a major part of the shield which has the blazon:—Or, a cross gules between four blackamoors' heads couped at the shoulders proper wreathed about the temples of the first. These arms are impaled with those of the See of Canterbury.

Like most medieval hospitals St Thomas's was mainly a hospice for the care of pilgrims but sick people were tended, as Clay⁶ wrote: "Upon every pilgrim, sick or well, spending the night at St Thomas's, Canterbury, four-pence was expended from the goods of the hospital." And in 1535 an annual

payment was made "to Rauf Cokker keeper of the said hospital and his wif for keping wasshyng of the bedds for poure people."

In the 16th century a school was established in the building and it continued until the mid-19th century. When it closed, the building was empty for some time. It was modernised between 1970 and 1971 and now houses a number of almspeople known as Brothers and Sisters. Part, including the chapel, is open to the public and is a magnificent example of a medieval hospital.

John Woodall

The famous surgeon John Woodall, the first surgeon-general of the East India Company had as his arms:—argent, a cross moline gules. The cross is typical of that so frequently used by apothecaries in the 17th and 18th centuries⁷.

John Woodall (c 1570-1643), the son of Richard Woodall of Warwick and his wife, Mary, daughter of Peirse Ithell of North Wales, was surgeon to Lord Willoughby's regiment when, in 1591, it was sent to the assistant of Henri IV.

A teething baby needs more than a little myrrh

Tincture of myrrh, for instance, is included to correct excessive salivation—a particularly common problem for teething babies. Chamomile tincture helps to reduce inflammation of the troubled gums. And cetylpyridinium chloride lessens the danger of any infection developing.

Our first priority though, is to relieve the pain swiftly and safely. Which is why we include lignocaine hydrochloride. And we make sure that all the ingredients are included at a level that avoids any danger of overdosage. Even if the baby were to swallow the contents of a whole tube accidentally.

So next time a mother of a teething baby comes to you for advice, remember Dentinox. It's specially formulated for babies.

For copies of our clinics poster, mother's leaflet and samples of Dentinox gel, contact D.D.D. Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ.

Dentinox teething gel.
It contains rather special ingredients,
because babies are rather special.



Later he practised in Germany for seven or eight years. He was in London in 1599, when he was admitted to the freedom of the Company of Barber-Surgeons, and then went to Holland for some years. In 1603 he lived in Wood Street, Cheapside, and as a result of his experience in the plague of that year he published in 1628 "A Treatise on the Plague".

In 1604 he accompanied Sir Thomas Smith on an embassy to Russia and this association led to his appointment to the East India Company when Smith was its governor. Keevil⁸ gave a great deal of information about Woodall and commented: "The History of such men as Woodall is the History of the Service" (the Royal Navy). He did not hold an official position in the Navy and Keevil stated that he was paid twice as much as he would have been in the Navy.

In 1617 he published "The Surgeons Mate" and at about the same time he had the choice of surgeons' chests delegated to him. In Surgeons Mate he wrote that the surgeon was "Medicus Chirurgicus" and thereby capable to use all medicines for healing.

Although much of Woodall's life was devoted to the East India Company he held several other appointments. In 1616 he was elected surgeon to St Bartholomew's Hospital. In 1626 he became a warden in the Company of Barber-Surgeons and in 1633 its master. In 1628 he published a "Treatise of Gangrena and Sphacelos" which

contained detailed descriptions of amputations which Keevil said "was for many years accepted as the standard work on the subject". In the same year he published "The Viaticum, being the pathway to the Surgeons' Chest".

In 1639 he published an enlarged edition of the Surgeons Mate, adding to the title "Or Military and Domestic Surgery". Woodall advocated the use of lemon juice for the treatment of scurvy in his 1617 edition of the Surgeons Mate. He retired in 1643 and died in the same year.

Sir Frederick Treves Bt, CB, GCVO, FRCS, LSA

Sir Frederick Treves (1853-1923), surgeon to King Edward VII, was granted a coat of arms which bore on a field of argent a Greek red cross identical with that of the international organisation but having on it a tower with three turrets⁹. Treves qualified from the London Hospital in 1874 and practised in Wirksworth, Derbyshire, from 1877 until 1879 when he became a registrar at the London Hospital where he later became surgeon in 1884 and consultant surgeon in 1898.

He was called to see King Edward VII in 1902 and advised an immediate operation for acute appendicitis. The King refused as his coronation was imminent, but when Treves said that if he went to the coronation "Then, Sir, you will go as a corpse", he consented. The

coronation was postponed and Treves carried out the operation. In addition to his surgical skill Treves was said to be a genius as a writer¹⁰.

Apothecaries Hall

During this century it has become the custom for masters of the Society of Apothecaries to have their coats of arms inserted in window panes of the Hall. Those of two distinguished recent masters include red crosses. *Geoffrey Thomas Willoughby Cashell, CSTJ, HonDSC, MB, BS, LMSSA, FRCS, Master 1971-72*, qualified at King's College Hospital in 1933 and gained his FRCS of Edinburgh in 1933 and of England in 1952. He specialised in ophthalmic surgery and after a distinguished service in the Royal Air Force, where he became a Wing Commander, he held appointments in several hospitals including the Royal Berkshire, Royal London Ophthalmic and King's College. He has received many honours both in the UK and the Commonwealth. The blazon of the shield of his coat of arms is:— Argent, on a cross formy throughout gules between in the first and fourth quarters the head of a yellow iris (Iris danfordine) and in the second and third quarters a stag's head caboshed all proper an escutcheon or.

Mr Cashell has told me that the red cross comes from the connection between

Continued on page 310

WISDOM QUEST

A very individual new toothbrush

Wisdom Quest has been scientifically designed in our dental laboratories as a most effective instrument for mouth hygiene and the removal of plaque.

* Angled brush head with slim neck for easy access to all areas of the mouth.

* Fine round ended nylon filaments are densely filled - cannot harm delicate gum tissue.

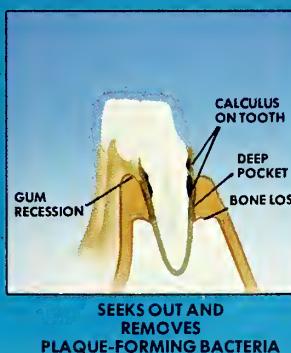
* Diagonal brush pattern provides firm yet gentle brushing surface.

* Concave brush trim is unique, and designed to remove plaque effectively from all tooth surfaces along the gum line where harmful plaque gathers.

* Substantial handle with concave comfort grip for precise control and manoeuvrability.

What is plaque?

"Plaque is hard-to-see sticky film composed mainly of bacteria which forms constantly on the teeth and gums.



It is the body's own bacteria which grows even in the absence of food. If allowed to remain on the teeth it may harden and form a deposit called calculus (tartar).

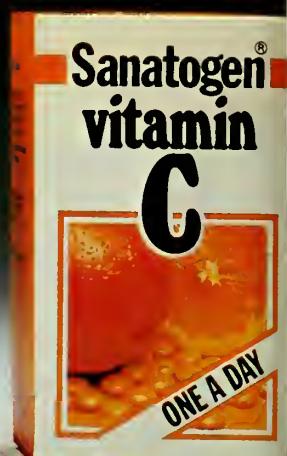
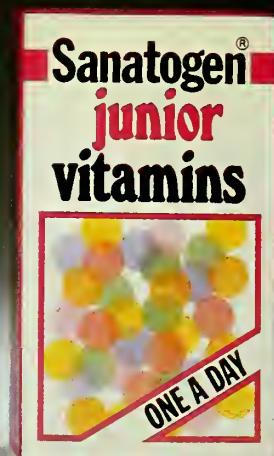
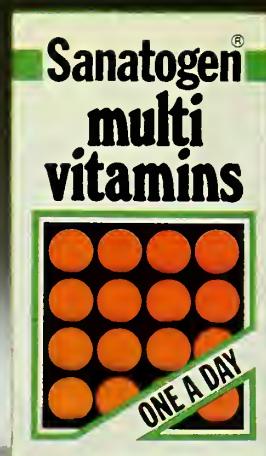
The gum becomes red and swollen and a pocket forms between the gum and teeth, which fills up with plaque. The fibres which hold the teeth to the bone, and the bone itself are then attacked and the pocket deepens. This is gum disease, which leads to tooth loss."

Reference: British Dental Health Foundation.

by **WISDOM**
The best-of-British brush.

For further information contact: Addis Ltd., Ethical Division, Ware Road, Hertford, Herts. SG13 7HL. Toothbrush Manufacturers since 1780.





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Meet your new Sanatogen Multivitamin Salesman. He's the star of our latest television commercial. And he'll be popping up on your screen throughout the year.

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IN THE BOX. THE MONEY.

Of course, we're giving him plenty of support. We're spending more than ever before: a total of over £1 million.

We not only have a new TV commercial, we also have a new campaign of full-colour advertisements in the women's magazines.

What's more, we've redesigned our packs to make them even more appealing on your shelves.

Sanatogen Multivitamins are already the biggest-selling range of vitamins in the country and with this little chap's help they'll get bigger.

**SANATOGEN VITAMINS.
ONE A DAY, EVERY DAY FOR POSITIVE HEALTH.**

The red cross — more examples

Continued from page 307 age

the ensigns of the Christian Crusaders and medicine.

Elston Grey Grey-Turner, CBE, HonMD, MC, TD, MA, MRCS, LRCP. After studying at Cambridge Elston Grey-Turner qualified at St Bartholomew's Hospital in 1942. After distinguished service in the Royal Army Medical Corps, in which he became a Colonel and was awarded the Military Cross, he devoted almost all of his career to the British Medical Association, eventually becoming secretary, a very important post from which he recently retired.

Dr Grey-Turner has also received many honours, including an appointment as honorary physician to Her Majesty the Queen, the CBE and an honorary doctorate in medicine. He inherited his coat of arms from his father, a famous professor of surgery at the University of Newcastle upon Tyne. The blazon of the shield is:— Per saltire or and argent two crosses pattée quadrat in the centre pale gules and as many millrinds in fesse sable. The crosses are the same as those which occur in the arms of the College of Medicine of Newcastle upon Tyne and obviously come from Professor Grey-Turner's association with that College.

Revival by pharmacies

Although, following the Geneva Convention of 1884 (which urged countries to restrict the use of the red cross), most countries limited its use to the medical services of the armed forces, it is

The red cross symbol on a modern pharmacy in Madrid



being increasingly used on pharmacies in many countries.

In 1978 I saw many on pharmacies in Mexico, and during the recent FIP Congress in Madrid I found that the majority of pharmacies displayed a red cross pattée (see illustration). I also saw several Greek crosses on pharmacies during the 1980 British Pharmaceutical Conference in Newcastle and there are numerous examples in the London area. One multiple firm has recently adopted a symbol incorporating a Greek red cross.

Dr P.H. Brans of Rotterdam has told me that he saw many red crosses on pharmacies in Ethiopia in 1973.

References

1. Whittet, T.D., *Pharmacy Digest*, 1965, 29, 26, 78, 126, 176, 226, 274, 319, 375, 407.
2. Whittet, T.D., *Chemist and Druggist*, 1970, 194, 823.
3. Whittet, T.D., *Chemist and Druggist*, 1973, 200, 284.

Booklet on Society of Apothecaries

Dr Whittet's 1977 Gideon de Laune lecture, "Clerks, Bedels and Chemical Operators of the Society of Apothecaries", has recently been published in booklet form. Our reviewer writes:— "The spoken word usually has its effect only on those who are privileged to hear it and therefore the readers of this publication will appreciate the sponsors' (E.R. Squibb & Sons Ltd) action in ensuring the Gideon de Laune lecture is now available in print.

"Although it is essentially a chronicle of the many permanent officials of the Society of Apothecaries it is not merely a list of names. Dr Whittet has included additional interesting information concerning the individuals. The details have been gathered from a wide variety of sources producing a factual but nevertheless easily readable text. There is a note on the lady pensioner who refused to surrender some of the Society's property which she had retained. Her pension was stopped, but was restored when she gave up the goods.

"Another widow of the Beadle was given 20 shillings 'provided she never more troubled the company'. There was the Beadle who apparently added to his income by charging 'more than the usual fee when apprentices were made free'.

"Yet another widow of a Beadle was appointed as the Butler in 1750, but was discharged in 1754 'having been convicted of pawning the Society's linen and pewter'.

4. Whittet, T.D., *Chemist and Druggist*, 1978, 209, 152.

5. Hill, D.I. Eastbridge Hospital of St Thomas the Martyr, Canterbury. Undated booklet c.1969. Canterbury Archeological Society. Available at the Hospital.

6. Clay, R.M. The Mediaeval Hospitals of England. Frank Cass & Co Ltd., London. 2nd impression 1966, 173.

7. The Visitation of London. AD 1633/5, vol II, Harleian Society's Publications 1893, 17, 365.

8. Keevil, J.J. Medicine and the Navy, 1200-1900 vol I, 1200-1649. E&S Livingstone Ltd, London. 151-229.

9. Brooke-Little, J.P., *Boutell's Heraldry*. Frederick Warne & Co Ltd, 1973.

10. D'Arcy Power (Ed), *Plarr's Lives of the Fellows of the Royal College of Surgeons of England*, vol II. J. Wright & Sons, Bristol. Simkin Marshall, London, 1930. 430-436.

"One section of the book deals with the Society's pharmacy and the laboratory, first mooted by members in 1623. In 1671 drugs, chemicals and medicines were being supplied to members, but in 1682 they were offered to non-members of the Society. Furthermore the Society, through the laboratory, supplied not only apothecaries, chemists and druggists and hospitals throughout Great Britain, but also the Crown Agents, army, navy, and the East Indian Company.

"Dr Whittet provides many interesting details concerning the progress of the laboratory and in addition has included a number of illustrations of retorts and crucibles belonging to the old laboratory around 1810-1820. It is a publication that future historians will use as basic material, but they will probably wish that the author had followed the precedent of Walter Meredith, a clerk (1626-32) who was required 'to make an Alphabett', presumably an index of the Rolls 'for the ready finding of the said names as occasion shall require'. Regrettably when transferring from lecture to booklet no comprehensive index was added." ■

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LETTERS

Rural need now — who tomorrow?

Last week I felt a sense of despair that yet another lawsuit brought with honesty and conviction by a pharmacist should have gone against the cause of pharmacy, albeit on the narrow grounds of legal definition. This week I take heart in reading that the Oxfordshire LPC has joined with Norfolk in pledging £1,000 towards the expenses of the Tenterden case.

While it is hoped that other pharmaceutical committees will follow suit, with the backing of all contractors in urban as well as rural areas, individual pharmacists must not stand back and wait for such generosity but give an earnest of their support now.

It may not be generally known that the venue of the inaugural meeting of the Rural Pharmacists Association was provided by the generosity of Unichem. This is why I am sending £100, a little more than my Unichem dividend and profit share, to Mervyn Madge for the Tenterden fund. May I ask "Unichemists" in town and country to do the same now that their proportionate bonuses have been declared?

In last week's pharmaceutical Press I note that the NPA/CDA subscription will be raised from £46 to £50 from October this year. The new subscription will ensure continuation of an excellent service to all. The increase merely reflects inflated mailing charges. For this reason may I ask all members to give an extra contribution to a "legal fund" appeal for as much as every member can afford? I suggest £20 per member and am sending this sum to Tim Astill to start the ball rolling. If my

Pharmacin margins

I write to correct a misleading impression which will have been given by your correspondent D.W. Gall, ("Grocers delight", *C&D* August 15).

The basic margins available to the retail pharmacy on our new analgesic capsule Pharmacin are amongst the highest in this sector. On our estimate of the likely rate of sale of each of the pack sizes, the average profit on return could not be less than 25 per cent, and is likely to be nearer 30 per cent — on minimum basic terms.

However, retail pharmacies wishing to take advantage of discount and bonus terms, whether by direct order or by transfer order through a nominated wholesaler, can achieve a profit on return on Pharmacin in excess of 40 per cent.

We do indeed recognise the crucial

fellow members send the same or more we shall have £200,000 for this vital need — and all for no more than a large tankful of petrol!

Those of us affected by doctor dispensing may not number more than 1 per cent of all practising pharmacists, of whom I am one. If doctor dispensing on the Tenterden pattern is allowed to proceed unchecked, I and some other rural pharmacists will close or, at best, continue with a £2,000-a-year essential small pharmacy grant — which is necessary but resented. It represents £2,000 from my urban confreres for *not* dispensing some 3,000 items a month that ambitious rural doctors may dispense at far greater cost to the taxpayer.

Will urban confreres please help? We need the help now. You may need it tomorrow.

Keith Jenkins
Burnham Market, Norfolk

Missed opportunity

Why does the Society always appear to be on the defensive and rarely take the lead?

What a wonderful opportunity has been lost. Irrespective of whether it can give Society money to help the cost of the Tenterden case, it is the "umbrella" of all pharmacists. It could have shown that it stands four square for pharmacy by launching an appeal, instead of leaving it to other organisations to make piecemeal efforts.

The Society did good work with an appeal for the widow of an unfortunate policeman, yet when it is nearer home it is lacking.

Mervyn Madge
Plymouth

importance of the retail pharmacy in the sale and supply of medicines in general, and our products in particular. Economic success for all of us depends upon the close co-operation between the manufacturing and the retail sectors of our industry. The major part of our business always has been, and will continue to be channelled through the retail pharmacy. Our development programme will bring to the market a succession of well-researched and high quality products in both the GSL and Pharmacy Only categories, with highly competitive margins.

Finally, in view of the concern that has been expressed by retail pharmacists about margins on our eye care products, it is our intention to have discussions with the National Pharmaceutical Association at the earliest opportunity as a precursor to a review of these margins and, we hope, as an indication to retail pharmacists of

our continuing respect for and commitment to them.

J.W.S. Woodford
Managing director
Optrex Ltd

Computer users

May I thank you for publication of my recent letter proposing a computer users association. As a result I have received many inquiries. However, I feel that not all interested parties have seen my letter, therefore I would like them to contact myself (0709 893995). Before arranging a group meeting I will contact everyone personally.

M.J. Valentine (Mrs)
Rotherham, South Yorks

Anglian golfers

I am hoping to start up an East Anglian Chemists Golfing Society.

It is hoped that if sufficient interest is shown, meetings will be arranged starting next Spring. Sponsorship by two pharmaceutical organisations has been offered already.

J. Phillips
The Pharmacy
Dedham, Colchester CO7 6AA

COMING EVENTS

More Vichy skin care seminars

Vichy are to hold a further 13 skin care seminars for pharmacists and staff in the second half of the year.

"Comprehensive skin care training" is given at the evening sessions which are free of charge and open to both stockists and non-stockists of Vichy products.

Dates and venues are as follows:
September — 8, Exeter; 15, Bournemouth and 30, Ipswich; *October* — 8, Guildford; 14, Belfast; 15, Co Londonderry; 21, Bromley and 28, Lincoln; *November* — 4, Canterbury; 10, Bristol; 18, Norwich; 19, Cambridge and 25, Beaconsfield.

Additional information from Mrs D. Miles, MPS, beauty pharmacist, Vichy UK, Ashville Trading Estate, Nuffield Way, Abingdon, Oxfordshire. ■

Supply situation unknown as Ronson face receivers

Barclays Bank have called in the receivers to Ronson Products Ltd as debts owed to them climbed over the £9 million mark, and hopes of a rescue began to fade. The situation on the continuation of supplies is currently unknown and stocks of shavers are said to be "very low".

Last week, a rescue attempt by merchant bankers, Kleinwort Benson, and the investment group, Finance Corporation for Industry, was halted when the full amount of the debt was realised. Ronson Corporation — the parent company — and the receivers are still attempting, however, to sell the operation as a going concern.

A spokesman for Ronson told *C&D*

that one of their main problems was cashflow. While orders had held up — indeed, for shavers, "order books have never been so good" — the financial situation had created great difficulty in acquiring supplies. Despite the recession, he said, customers wanted the products, but without parts the goods could not be made and without sales there was no cashflow back into the company to relieve the situation. The receivers are currently attempting to get supplies re-instated.

Ronson still believe the Spyrotechnic to be the "best shaver in the world", but admitted that because of finances, it never was promoted at the level it should have been. ■

Guidance and code of practice for new first aid rules

A booklet about the new regulations on first-aid at work, which come into force on July 1 1982, has been published by the Health and Safety Executive. It contains the approved code of practice, guidance notes and the text of the regulations (*C&D*, July 18, p 106).

The code of practice takes effect on the same day as the regulations, and the transitional year between their making and coming into force is intended to enable employers to review their first-aid arrangements in the light of the new requirements. The regulations and code of practice apply, with certain exceptions, to all employers, employees and self-employed persons in Great Britain.

The new requirements are "across the board" and aim to ensure that persons meeting similar risks at work have the same standard of first-aid provision. They are also designed to be flexible and to allow individual undertakings to develop first-aid arrangements tailored to their own needs.

The approved code of practice has a special status in any legal proceedings under the regulations. Although failure to comply with any provision of the code will not in itself be an offence, that failure may be used in criminal proceedings as evidence that a person has contravened a regulation to which the provision relates. In such a case, however, it will be open to that person to satisfy the court that he has complied with the regulation in some other way. *"First Aid at Work"* (HS(R)11) (£2.50 plus postage) available from HMSO. ■

'Interest only' says Sangers investor

The financier who recently gained an 18 per cent holding of Sangers, Tom Whyte, has this week re-iterated that his interest in the company is purely as an investment.

The acquisition of a sizeable holding in such a short time had stirred City rumours that a takeover bid was in the air. But at a meeting called by Sangers brokers, Fielding Newson Smith & Co, on Tuesday, Mr Whyte told members of Sangers board that he saw his stake as a "rewarding long term investment".

A report in this week's *Sunday Times* says that Mr Whyte believes Sangers are

"ripe for a move to computerised stock control of the sort that has revolutionised the profits of other firms in the trade. But he doesn't want a seat on the board". ■

Consultancy formed

Gaver Boot Associates are a new marketing consultancy for the health care industry, who claim they are able to "investigate the sales potential of new or existing products, advise on sales promotion and assist in gearing up a sales force to operate efficiently in this specialist field." *Gaver Boot Associates, Stoney Middleton, Sheffield S30 1TU.*
Tel: 0433 30922. ■

Sales boost prompts Wyeth to invest

Wyeth Laboratories say a major increase in turnover in the past five years has prompted them to invest a further £8 million at their Havant production plant.

The investment is for the construction of a new pharmaceuticals liquid plant; packaging hall and new technological developments to improve working conditions, process control and output in existing plant producing aluminium hydroxide-based products.

Commenting on the expansion, Dr E. T. Borrows, chairman, says: "This major investment expresses our confidence in the future of the pharmaceutical industry in this country. We are already exporting 25 per cent of our production and we believe that this and the home market will continue to grow".

The two-storey building, giving 75,000 sq ft of floor space, will take two years to build commencing in this winter. After which a further six months will be required to install and commission the production equipment. Completion is scheduled for mid-1984. ■

Improvement for S&N at half year

Smith & Nephew increased pre-tax profits for the first half, to June 20, by 18 per cent to £13.03m (£11.05m) on sales up 11 per cent at £113.29m (£102.07m).

After the results for the first six months of 1980 were announced, discussions which were in progress led to the discontinuance of activities in cosmetics and clothing. The losses incurred in those activities after the decision was taken by the board to discontinue, were subsequently charged as extraordinary items.

For this reason, the 1980 figures are restated to reflect a position consistent with later results announced for 1980. The effect of re-stating the profits before tax announced for the first 24 weeks of 1980 is an increase of £495,000. ■

Kodak open centre

Kodak Ltd have opened a shop and photographic gallery at 190 High Holborn, London WC1. The shop will stock Kodak films and operate a processing service. Amateur photographers will be able to consult trained staff and any necessary repairs to Kodak cameras may be carried out on the spot. Professional photographers and trade customers needing advice or information will be received at the newly sited trade counter to the rear of the shop. ■

More Business News overleaf

Revised rules for transport of chemicals

Regulations extending and updating existing legislation on the conveyance by road of dangerous substances in road tankers and tank containers have been laid before Parliament. With certain exceptions, they will come into force on January 1, 1982.

They were drawn up by the Health and Safety Commission under the Health and Safety at Work Act after consultation with industry, trades unions, local authorities and government departments. Among other aspects, the regulations:

- incorporate the current road tanker labelling regulations and extend to tank containers, with a capacity of more than three cubic metres, the use of the hazard warning panels;
- require the operator to provide information in writing about the load being carried to the driver of a vehicle;
- require the use only of vehicles or tank containers which are properly designed and constructed;
- impose requirements for the periodic testing and examination of tanks and tank containers;
- require the training of drivers in safe procedures, and supervision of vehicles in certain circumstances. *"The Dangerous Substances (Conveyance by Road in Road Tankers and Tank Containers) Regulations 1981"* (SI, 1981 No 1059) (£3.20, plus postage) available from HMSO. ■

Wallis Labs move to meet demand

In order to cope with the "rapid increase in demand for their paracetamol, aspirin and saccharin tablets during 1981, and the expected further increase in customer requirements during 1982," Daylo Products Ltd — trading as The Wallis Laboratory — will shortly be moving to new and larger premises in Luton, Bedfordshire.

Despite the recession, Wallis say demand has been buoyant, and 35 per cent of output has been exported during 1981. Hi-vite multivitamin plus iron tablets launched recently are expected to make a significant contribution in 1982, and the company will shortly be launching paracetamol tablets in a new blister pack.

From September 7 Wallis' new address will be: *Daylo Products Ltd, t/a The Wallis Laboratory, 11 Camford Way, Sundon Park, Luton LU3 3AN. Tel: Luton (0582) 584884; Telex: 925 859 ELWOOD G.* ■

Wellcome take on Japanese partner

Wellcome Foundation Ltd and Sumitomo Chemical Co Ltd have jointly announced that Sumitomo intends to participate in the capital of Nippon Wellcome KK, a Japanese subsidiary of Wellcome. Sumitomo has been engaged in the distribution in Japan of the Wellcome's pharmaceutical products.

Nippon Wellcome KK, hitherto a wholly-owned subsidiary of the Wellcome Foundation, has decided to increase its capital from Yen 200m to Yen 500m in response to "the expansion of its business".

Sumitomo will participate in the increased capital by purchasing 45 per cent of the shares (Yen 225m) and Wellcome is contributing an additional

Yen 225m to its present investment of Yen 50m. The final ratio will thus be Wellcome 55 per cent and Sumitomo 45 per cent of the issued capital. ■

'Airborne toxics' list revised by HSE

A revised list of recommended limits for airborne concentrations of over 600 potentially toxic substances has been published recently by the Health and Safety Executive.

The limits are published in a guidance note which reprints in full the list of TLVs adopted by the American Conference of Governmental Industrial Hygienists. It also lists those substances for which the Executive recommends different limits.

The list includes 39 new TLVs for such substances as carbon disulphide and epichlorohydrin. The list of intended changes contains over 100 entries including 45 which have been added this year, eg, iron pentacarbonyl and trichloroethylene. *"Threshold Limit Values 1980", Guidance Note EH 15/80, (£1.50 plus postage) is available from HMSO. ■*

Job prospects

Job prospects in retailing in Britain show a slight improvement over the coming period — to end-September 1981 — according to the latest survey by Manpower, the work contractors.

The quarterly survey of the largest retailing employers in each region shows that 29 per cent plan to increase their staff in the next three months, which is more encouraging than last quarter, when 13 per cent forecast staff increases. Reductions in staff are now planned by 3 per cent, which represents a more expansive situation in job prospects since last quarter, when staff cuts were foreseen by 15 per cent of retailing employers. ■

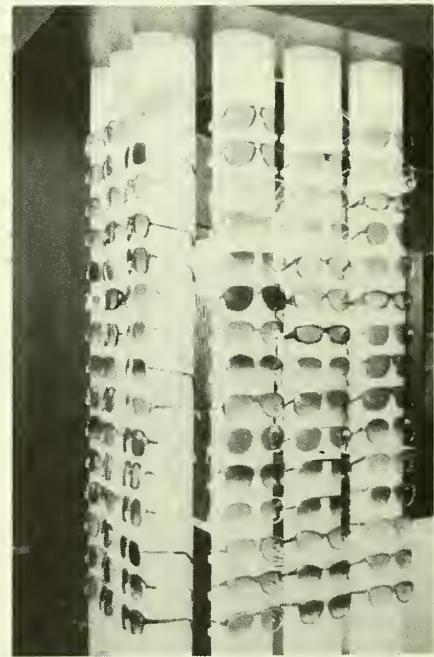
Umdasch Systems get new agent

The sole agency rights of Umdasch Systems of the UK and Ireland have been acquired by Apeils Group Holdings Ltd, of Luton, from Drenmead Ltd.

A new company, Apeils Contracts Ltd is to be formed to promote the sale of Umdasch Systems. Mr Eric Fortune will continue as commercial manager with Doug Harris and Fred Moore continuing their consultant roles.

The company says all the "benefits of Umdasch Systems and expertise in the pharmacy field" will be retained, but additional contracting experience from Apeils will add strength and depth to the total shopfitting package offered. A new and enlarged showroom is being erected at Luton and will be open during August.

During the past year, several consultant agents have been appointed throughout the UK and others will be appointed shortly to give national coverage. ■



New from Umdasch is a sunglass and spectacle display unit which can be incorporated into a wall system. Said to be useful to most medium to larger pharmacies, the unit fits to wall modules and consists of a cylinder in opaque Perspex which is illuminated internally by tungsten lamp. The outside has attachments that allow the display of sunglasses on fixed acrylic pegs. Any number can be fitted to each module between a box canopy and base shelf or cupboard. Price varies according to size and number fitted to each module. Umdasch Systems, Unit F, Dalroad Industrial Estate, Dalrow Road, Luton, Beds LU1 1SP. Tel: 0582 30833. ■

A free layout design service has been introduced by Letraset Sign Systems Ltd. The offer is available to any customer ordering small quantities of signs produced by the "sub surface method" until December 31.

The company says it will be attractive to organisations requiring a limited number of one-off signs using standard modules. Each Letraset licensee is factory trained in sign design, and the quality of the product is maintained nationally through standardised materials and production equipment. The "sub surface signs" were introduced last year, and are tailor-made with a variety of colour backgrounds, typefaces and logo stylings with various mounting frames.

Details of local licensees are available from: *Letraset Sign Systems Ltd, Kingsnorth Industrial Estate, Wotton Road, Ashford, Kent.* ■

Briefly

■ **May & Baker Ltd** are having a £4m production unit for sterile products built at Dagenham by Medical and Scientific Structures of Sittingbourne, Kent.

■ **Albright & Wilson Ltd** have reported a move back into the black for the half year to June 29. Pre-tax profits were £6.8m against £9m in 1980, but still well up on the £6.1m loss made in the last six months of 1980. Sales were £237.9m (£218m).

■ **Servier Laboratories Ltd** are to dispose of their leasehold interest in Servier House in Perivale, Middlesex. They are moving in September to the 24,000 sq ft Fulmer Hall, the former Glaxo laboratories in Buckinghamshire, the freehold of which they bought last year.

APPOINTMENTS

■ **Pifco Ltd:** Mr Peter Drew has recently joined as area sales manager for Devon, Cornwall, Dorset and Avon.

■ **Dendron Ltd:** Mr Ray Storey is appointed area representative for the west Midlands and part of the West country and south Wales, with immediate effect.

■ **Wigglesworth Ltd:** Mr K. Bolam is appointed northern area manager, Mr A.G. Sheath, southern area manager and Mr A.H. Salt, special accounts executive. The division's field sales operations have also been reorganised to take account of the new management structure.

■ **Wyeth Laboratories:** Mr Norman Gater is promoted to manager of the central sales administration and customer services section. Mr Gater has been with the company 12 years, prior to this he spent some years as a branch manager for Timothy Whites.

Many oils lower

London, August 18: Although at one stage during the week the US dollar lost ground against sterling some recovery took place later. Sterling actually ended the week higher than the previous week, but not sufficiently to prevent commodity prices, especially essential oils, from being adjusted upwards. Anise, cananga, cedarwood, clove leaf, lemongrass, patchouli and arvensis peppermint were all dearer because of the currency, while petitgrain was again firmer because of origin. The latter oil can be bought on the spot at 75p kg under the cif rate. An exception to the upward trend was provided by Ceylon citronella which fell by 15p kg as a result of origin abandoning the floor price.

Price changes among spices were mixed, some being dearer and others lower. Among crude drugs Canada and copaiba balsams, benzoin and jalap were slightly lower. Menthol and natural camphor were dearer.

Pharmaceutical chemicals

Aloin: micro-crystalline £28.65 kg in 50-kg lots.

Bismuth salts: £ per kg.

	50-kg	250-kg
salicylate	10.92	—
subcarbonate	8.10	7.96
subnitrate	6.15	6.04

Calamine: BP £758 per 1,000-kg delivered.

Calcium ascorbate: £5.77 kg in 25-kg pack.

Calcium carbonate: Precipitated BP £270 metric ton delivered UK.

Calcium chloride: BP granules anhydrous 96/98% £1.22 kg in 50-kg lots; powder £1.21; hexahydrate crystals BP 1968 £1.05.

Calcium gluconate: £1.960 per metric ton.

Calcium lactate: 100-kg lots £1.37 kg.

Calcium pantothenate: £7.26 kg in 25-kg lots.

Ether: BP anaesthetic 2-litre bottle £4.20 each for 175 bottles; in 180-litre drum £1.338.75 per 1,000 litres for 8 drums. BP solvent 180-litre drum from £1,237.50 to £1,142 per 1,000 litres as to quantity.

Ethisterone: £230 per kg.

Ferric ammonium citrate: One metric-ton lots £1.42 kg.

Ferric citrate: £5 kg in minimum 250-kg lots.

Ferrous fumarate: BP £1.25 kg in 750-kg lots minimum.

Ferrous gluconate: £2.375 per metric ton.

Ferrous sulphate: Dry £550 metric ton.

Potassium ammonium tartrate: £2.76 kg in 50-kg lots.

Potassium bitartrate: £1.050 per metric ton.

Potassium citrate: Granular £1,069 per metric ton. 5-ton contracts £1,063 ton.

Potassium diphosphate: in 50-kg lots, granular £2,279 metric ton powder £1,992.80.

Potassium nitrate: Recrystallised £1.29 for 50-kg drums.

Potassium hydroxide: Pellets BP 1963 in 50-kg lots £0.7950 metric ton, sticks not offered; technical flakes £696.50.

Potassium phosphate: monobasic BPC 1949. £1.50 kg in 50-kg lots.

Pholcodine: 1-kg £538-£543 60-kg lots £493 kg. Subject to Misuse of Drugs Regulations.

Phystostigmine: Salicylate £2.48 per g; sulphate £3.37 in 100-g lots.

Pilocarpine: Hydrochloride £328 per kg; nitrate £308 kg for 1-kg lots.

Pyridoxine: £18.70 kg for 20-kg lots.

Quinalbarbitone: Sodium in 50-kg lots £28.31 kg.

Reserpine: 100 gram lots £0.22kg.

Riboflavin: (Per kg) £23.65 in 10-kg packs, diphosphate sodium £75.07 in 5-kg.

Saccharin: BP sodium, powder £3.80 kg; crystals £3.40, both for 250-kg lots.

Salicylic acid: 5-ton lot £1.61 kg; 1 ton £1.63.

Sodium acetate: BP crystals £1.02 kg in 50-kg.

Sodium acid phosphate: BP crystals £1.36-£1.42 kg as to source for 50-kg lots.

Sodium ascorbate: 100-kg lots £5 per kg.

Sodium benzoate: £0.70 kg in 500-kg lots.

Sodium bicarbonate: BP from £149.90 metric ton as to grade in minimum 10-ton lots delivered UK.

Sodium chloride: Vacuum dried in 10-ton lots delivered.

London 4-ply bags £47.56 metric ton.

Sodium citrate: Granular £891 metric ton; powder £911. Five-ton contracts £886 for granular — all in lined bags.

Sodium fluoride: in 50-kg lots £2.43 kg.

Sodium gluconate: Technical £756 metric ton.

Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.90-£1.70 kg.

Sodium nitrate: Recrystallised £1.08 kg for 50-kg lots.

Sodium nitrite: BPC 1973 £1.14-£1.30 kg as to maker for 50-kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £723; tetrahydrate £430.

Sodium percarbonate: £567 per metric ton.

Sodium sulphate: Fine crystals BP £99 per metric ton, peat crystals £21.60; commercial £43.10 ex works.

Sodium sulphite: Crystals £0.21 kg (500 kg minimum).

Sodium thiosulphate: photo grade £259.50 per metric ton; £243.50 ton in 4-ton lots.

Sulphacetamide sodium: BP £7.25 kg for 50-kg.

Sulphadiazine: BP £8.40 20 kg in 250-kg lots.

Sulphadimidine: £4.50 kg for imported in ½-ton lots.

Sulphamethizole: £12.85 kg in 250-kg lots.

Sulphamilaamide: BPC '68 £2.50 kg in 1-metric ton lots.

Sulphquinoxaline: BP Vet £12.62 kg; sodium salt £1.60 with grade A at £13.16 all in 500-kg lots.

Sulphathiazole: BP 1973, £4.50 kg in ½-ton lots.

Talc: BPC sterilised £646 metric ton in 50-kg; £388 for 1,000-kg lots.

Tartaric acid: £1,795 per metric ton.

Vitamin A: (per kg) acetate powder ½ miu per g £12.65 (5 kg lots); palmitate oily concentrate 1 miu per g £15.40 (5-l); water miscible £4.34 litre (6-litre pack).

Vitamin D2: Type 850 £45.10; type 80 £4.70 kg (25-kg lots).

Vitamin K: £5.40 kg.

Crude drugs

Agar: Spanish £7.90-£8 kg spot.

Aloes: Cape £1,460 metric ton spot; £1,470, cif. Curacao £2,670, cif.

Balsams: (kg) Canada: Easier at £12.60 on the spot, shipment £12.45 cif. Copaiba: No spot; £6.40, cif. Peru: £10.75 spot; £11.15 cif. Tolu: £10.80 spot; £11.25, cif.

Benzoin: £194 cwt, cif.

Camphor: Natural powder £10.50 kg spot; £9.25, cif. Synthetic 96% £1.30 spot; £1.25, cif, both nominal.

Cardamom: Allepzy green £4.50 kg, cif.

Cascara: £1,460 metric ton spot; £1,440, cif.

Cherry bark: Spot £1,280 metric ton; shipment £1,240, cif.

Cinnamon: unquoted on spot or forward. Ceylon quills 4 o's £0.84lb, featherings £0.17 both cif.

Cloves: Madagascar £4,800 metric ton spot £4,580, cif.

Cochineal: (kg) Tenerife black brilliant £20 spot; £19.75 cif; Peru silver £1.95 kg; grey spot £19.40, cif.

Dandelion: Unquoted.

Gentian roots: £2,650 metric ton spot; £2,605, cif.

Ginger: Cochin £600 metric ton spot; £600, cif. Other sources not quoted.

Henbane: Niger £905; metric ton spot; £910, cif.

Honey: (per metric ton in 6-cwt drums ex warehouse).

Australian light and medium ambers £690-£720 Canadian £800; Mexican £580; Argentinian (white) £680.

Hydrastis: Spot £29.45 kg; £29.50, cif.

Ipecacuanha: Matto Grosso no offers; Costa Rican £28 kg spot; £34, cif.

Jalap: No spot; £3.50 kg, cif.

Kola nuts: £40 metric ton spot; £370, cif.

Lanolin: BP grade £1.05 kg in 1 metric ton lots.

Lemon peel: Spot no offers; Shipment £2,005.

Lobelia: European, no spot; £1.39 kg, cif.

Liquorice: Root, no spot; £740 metric ton, cif. Block juice £1,400 metric ton spot.

Menthol: (kg) Brazilian £6.60 spot £7.10, cif. Chinese £6.10 spot; £6.10, cif.

Nutmeg: (per metric ton fob) Grenada 80s \$3,100 sound unassorted; \$2,650, 110s \$2,850, defectives £1,800.

Pepper: (metric ton) Sarawak black £850 spot, \$1,350, cif; white £1,225 spot; £1,950, cif.

Seeds: (metric ton, cif). Anise: China star £1,400. Celery: Indian £500. Coriander: Moroccan £330. Cumin: Indian £775. Fennel: Chinese £515. Fenugreek: Moroccan £300; Indian £295.

Turmeric: Madras finger £350 metric ton spot; £275, cif.

Essential oils

Almond: Sweet in 4-ton lots £1.60-£1.70 kg duty paid.

Anise: (kg) Spot £12.70; shipment £12.25, cif.

Bois de rose: £8.50 kg spot; £8, cif.

Buchu: South African £105 per kg spot; English — distilled £1.60.

Cade: Spanish £1.70 kg spot.

Camphor: White £1.30 kg spot; £1.16, cif.

Cananga: Indonesia £17.25 kg spot and cif.

Cardamom: English-distilled £160 kg; Indian £110.

Cassia: Chinese £60 kg spot and cif.

Cedarwood: Chinese No spot; £1.90, cif.

Cinnamon: Ceylon leaf £2.75 kg spot; £2.90 cif; bark; English-distilled, £150.

Citronella: Ceylon £3.35 kg spot; £3.05, cif. Chinese £3.80 spot; £3.65, cif.

Clove: Indonesian leaf £2.05 kg spot; £1.95 cif. English distilled bud £47.50 spot.

Lemon: Sicilian best grades from £20 kg in drum lots; Other sources from £15.

Lemongrass: Cochin £5 spot; £4.80, cif.

Nutmeg: East Indian £8.25 kg spot; £8 cif. English distilled £15.

Origanum: Spanish 70 per cent £16.50 kg.

Patchouli: Indonesia £16.95, kg spot and cif.

Pennyroyal: From £7.85 per kg spot.

Pepper: English-distilled ex black £125 kg.

Peppermint: (kg) Arvensis — Brazilian £7 spot; £6.80, cif.

Chinese £4 spot; £3.88, cif. American piperita £11.

Petitgrain: Paraguayan £9.75 kg spot; £10.25 cif.

Rosemary: Moroccan £6.80 kg spot; Spanish £7.50.

Sandalwood: Mysore £60 kg spot. East Indian £51.50 spot.

Chinese £2.75 kg, cif.

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Business for sale

X1 — DERBYSHIRE — High Peak.
 This nine-year-old large lock up unit
 on rent at £950 per annum was
 purpose built to serve a council estate
 of 5,000 people. Turnover in 1980
 was £84,500 on scripts averaging
 1,650 per month. Scope for
 diversification of counter trade,
 goodwill, fixtures and fittings
 £10,000 plus stock at valuation.

X2 — NORTH WIRRAL — Lock-
 up council property on low rent,
 good profits, scripts average 1,200
 per month. Turnover £65,000 per
 annum, goodwill, fixtures and
 fittings £1,000 plus stock at valuation
 approximately £8,000.

X3 — SOUTH EAST LONDON —
 Drug store. Turnover in 1980 was
 £106,328 with 25% gross profit.
 Rented property, busy main road.
 Easily run by husband and wife,
 living accommodation also
 available. Rent £4,820 per annum.
 Rates £1,600 per annum. Could be
 converted to pharmacy as doctors
 within 200 yards. Price asked
 £32,500 plus stock at valuation
 £15,000. Price reduced for quick
 sale.

X4 — SOUTH MANCHESTER —
 Turnover to 31st December 1980
 £305,724. Dispensing 3,000 scripts
 per month. Freehold property for
 sale at £50,000 and stock at
 valuation. Offers invited for
 goodwill and fixtures in excess of
 £100,000.

X5 — NORTH WEST WIRRAL —
 Town centre lock-up premises on
 lease at £1,300 per annum. Turnover
 to 31st May 1981 £94,000, now
 running at over £100,000 per annum.
 Scripts dispensed average 2,000 per
 month. Goodwill and fixtures £6,000
 plus stock at valuation £9,000.

X6 — NORTH HUMBERSIDE —
 Village centre pharmacy, turnover
 exceeding £120,000 per annum.
 Scripts average 2,500+ per month.
 Excellent freehold property for sale
 at £39,500. Goodwill and fixtures
 £14,000 plus stock at valuation.

**X7 — SOUTH WEST LANCA-
 SHIRE** — Large excellently modern-
 ised and fitted-out property close to
 town centre. Turnover to April 30th,
 1981, £116,000. Scripts average
 2,000 per month. Good future
 potential. Freehold and fittings
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X8 — LINCOLNSHIRE — Good
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 a busy holiday resort on the Lincoln-
 shire coast. Turnover is running at
 around £100,000 p.a. with excellent
 profits. Scripts average 1,550 per
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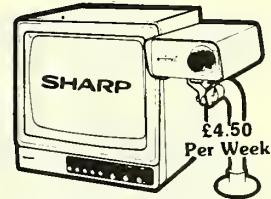
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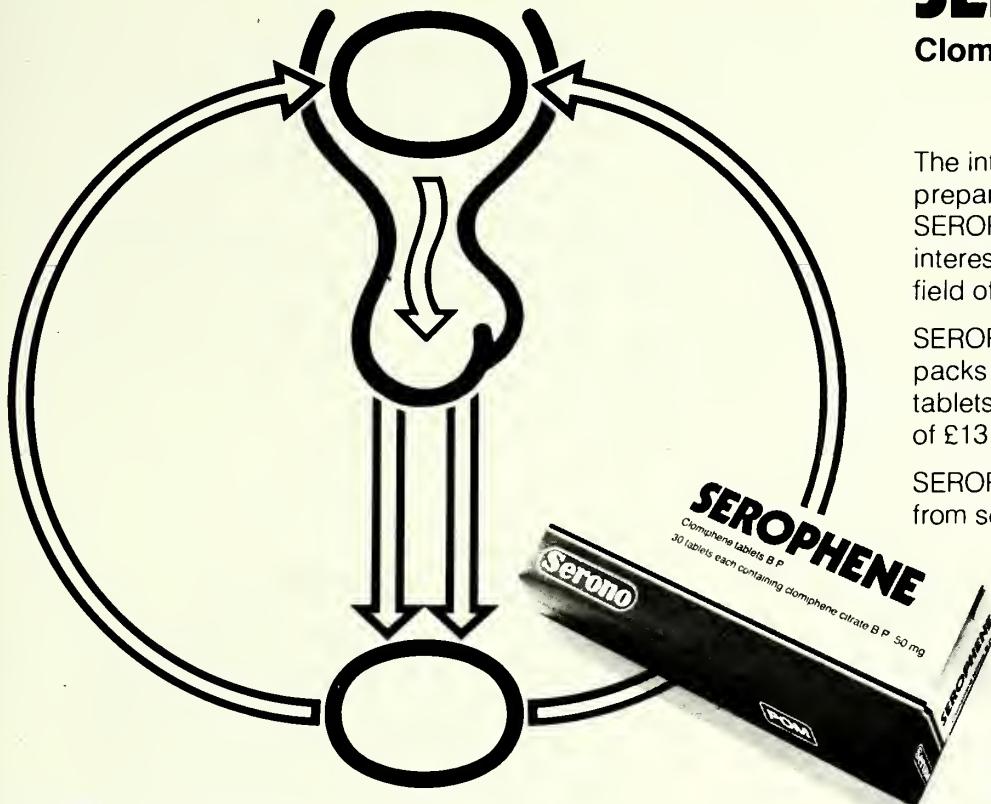
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